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VOL. XVIII

U. T. A. CONVENTION NUMBER

OCTOBER, 1920

No. 1

Published Monthly: $2.00 a Year; 20 Cents the Copy

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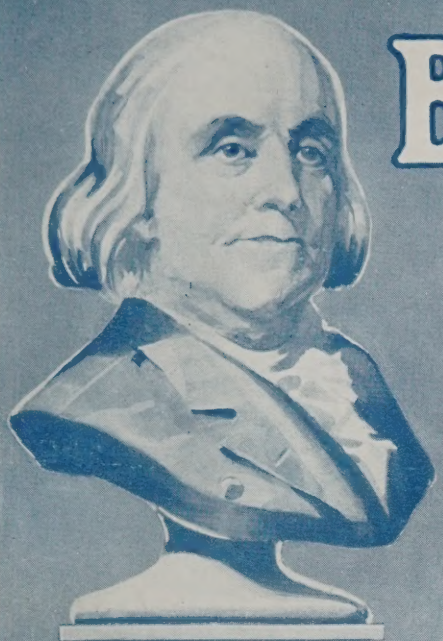

PHILOSOPHER
DIPLOMAT
PATRIOT
INVENTOR
JOURNALIST
AND PRINTER

A JOURNAL FOR THE PRINTING, PAPER *AND* ALLIED TRADES IN THE INDUSTRIAL WEST

Published By

BEN FRANKLIN PUBLISHING CO.
508 S. DEARBORN ST. CHICAGO, ILL.

OUR PAPERS REQUIRE NO EXPLANATIONS

NEENAH 18 73 QUALITY

"NOTE THE TEAR AS WELL AS THE TEST"

EACH GRADE IS GUARANTEED TO SATISFY
THE USER TO BE THE JUDGE

NEENAH PAPER COMPANY

LOFT DRIED BONDS AND LEDGERS ONLY

NEENAH, WISCONSIN

Entered as second class matter September 1, 1911, at the Post Office at Chicago, Illinois, under the Act of March 3, 1870.

TRADE LINOTYPE MARK

CHARACTER

The Something called Character is not achieved over night or created at will. It is a structure founded and maintained by performance. No way has been invented to hurry it, but when it is attained it makes past achievement an enduring part of Today and a guarantor for Tomorrow.

Linotype Character has always marked Linotype Leadership

MERGENTHALER LINOTYPE CO.
29 Ryerson Street
Brooklyn
N.Y.

This Advertisement, Including Border Ornaments, is Composed Entirely of LINOTYPE *Material*

Ben Franklin Monthly

THE INDUSTRIAL WEST

Vol. XVIII 20c the copy OCTOBER 1920 $2.00 the year No. 1

THIS ISSUE CONTAINS

What effect will the 44-hour week have on your plant?

How will it affect competition between "open" and "closed" shops, the latter running 48 hours?

Put your answers to these questions on one of your letterheads, and mail to the editor of this magazine. We will have an open discussion on these topics in the November issue of "Ben Franklin Monthly" and we want your opinion. It is valuable and may suggest the way to a bigger and better printing industry.

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It has always been interesting to the editor to mingle with men engaged in organizing the printing industry. Field men, secretaries, department heads of the U. T. A., all make entertaining company for one wishing to aid in bettering the business conditions of the Graphic Arts. The editor has always been impressed by the earnestness of these men—how they talk of their work and the interest they show. Whenever two "organizers" get together a discussion is certain to result on "why" and "how."

No wonder the U. T. A. has made such a wonderful success during the period of its renaissance! With such zealots the cause cannot help but go forward. May the good work continue.—The Ed.

572491

A few of the Delegates to the 34th Annual Convention of the U. T. A. held at St. Louis, September 13th, 14th and 15th.

Largest Convention of History Brings Solution of Many Serious Problems

Addresses by Prominent Men. Fifteen Hundred Persons Attend

HAD Ben Franklin, the patron saint of American printers, been alive the week before last, and had he passed through St. Louis any day of that week, it is certain that he would have stopped off to greet kindred spirits.

And even though Ben's objective had been Canada or Cuba or any other place where man can still call himself free, it is equally certain that he would have lost all of his desire for haste and would have remained in the Mississippi city until the west winds had blown away the last odor of printers' ink.

Since Ben Franklin could not be present he was represented by over fifteen hundred of his followers from every state in the Union and every section of Canada, and the Hotel Statler on the days of September 13, 14, 15 and 16 was filled to overflowing with printers, supplymen and their families.

Early Sunday morning, September 12, the vanguard began arriving, although the middle of the previous week had seen a number of supplymen on hand to prepare their exhibits, which took up the entire second floor of the Statler. By Sunday evening the lobby was filled with delegates from New York, Chicago, New Orleans and Texas and over five hundred persons had been registered by the corps of sweltering clerks when midnight came.

The main body of delegates did not arrive until Monday morning, however, when special trains and cars brought in over a thousand more visitors. The registration of these started bright and early and continued through the entire day and long into the night.

Green Opens First Session

The first session opened Monday morning with President William Green, New York, in the chair. Addresses of welcome were given by Henry W. Kiel, mayor of St. Louis, and Harry S. Collins, vice-president of the St. Louis Ben Franklin Club and responded to by Treasurer Fred W. Gage.

The convention hall was much too small to hold more than a portion of the delegates and the balcony and every available bit of space was filled.

The minutes of the last annual meeting were read by Secretary Joseph A. Borden, who was followed by Mr. Green, who delivered his annual address as president. Wm. J. Eynon, first vice-president, then presented the annual report of the executive committee, of which he is chairman.

"The Time for Action" was the subject of an address by Secretary Borden, in which he told of the great work done by the U. T. A. since starting on the "Three-Year Plan." Mr. Borden showed that investigation proved the average return on more than $252,000,000 of printing business has only been 3½ per cent. This should have been $52,000,000 instead of the $9,000,000 which resulted from the 3½ per cent profit, Secretary Borden declared.

Colonel Edward T. Miller, executive secretary of the U. T. A., was the next speaker at the morning session, Colonel Miller speaking on "The Typothetae, the Institution." He declared the Typothetae to be imbued with the spirit of revolutionizing the printing industry. In three years it has grown 200 per cent. Scores of young men have taken up the work as a career. Over a hundred and twenty-five large printing centers have been organized and the general offices at Chicago have been enlarged to provide departments for rendering service to its members in cost finding, accounting, advertising, industrial research and technical education.

One Thousand Cost Systems Installed

Don V. Gerking, director of the Typothetae's organization department, was the next speaker. Director Gerking told of men under his charge making over 3,600 personal calls during the past year and of having installed over a thousand Standard Cost Systems. Other speakers were F. A. Silcox, director department of industrial relations; T. R. Covey, Baltimore, on "Industrial Insurance," and F. W. Randolph, secretary-manager of the Detroit Typothetae-Franklin association on "The Permanent Plan." E. J. McCarthy, chairman of the Trade Composition Association, also spoke at the morning session.

No general session of the U. T. A. was held Monday afternoon, but two sectional meetings took place. One was for secretaries, organizers and cost accountants, over which Director Gerking presided, and the other was the opening session of the annual convention of the International Trade Composition Association.

The secretaries and organizers were greeted by President Green, who was followed by Vice-President Eynon on "Co-ordination of International and Local Work," Secretary Borden on "Organization Ideals," Secretary Miller on "The Business End of It" and O. H. Mickel, secretary at San Antonio, on "Co-operation With the International."

Other speakers at this session were H. P. Hogan, U. T. A. representative, on "Selling the Organization;" John Hill, secretary at Baltimore, on "Keeping the Membership Sold;" George Voorhees, research department, on "Estimating From the Black Book;" H. L. Schmidt, U. T. A. cost accountant, on "Installing the Standard Cost System," and E. G. Nelson, secretary at Boston, who spoke on "Keeping the Standard Cost System in Operation." The last speaker of the afternoon was Mr. Gerking, on the "Bureau of Local Service."

Bookbinders Perfect Organization

Sessions were also held by the bookbinders, who perfected an organization, and the Closed Shop Branch, which took up the matter of the forty-four hour week, a full account of which is given on another page of this magazine.

The report of the committee on nominations was made the first thing Tuesday morning when it was announced that First Vice-President Wm. J. Eynon of Washington, D. C., had been elected as president; J. Linton Engle of Philadelphia as vice-president and Fred W. Gage renominated for treasurer. The three

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President Eynon, United Typothetae of America

WILLIAM J. EYNON
WASHINGTON, D. C.

"Bill" Eynon, as he is generally known, has taken an active part in organization work ever since he was knee high to a grasshopper. In Washington, where he is one of the officials of the Byron S. Adams Company, he is not only one of the best known and best liked men in the printing trade, but also stands high in the civic life of the city. He is a member of practically all of the clubs of Washington and is connected with one of the banks. A letter addressed to " 'Bill' Eynon, Printer," with no city or state address, would probably reach him as quickly as though sent "c/o Byron S. Adams & Co., Washington, D. C."

He has spent years of his life furthering the work of the U. T. A. and has spoken at some time or another to practically every local organization in the country. For the past year he has been vice-president and chairman of the executive committee of the U. T. A.—this year he is president.

Paper Shortage to Continue

Shortage of raw materials together with increased demand gives no promise of better market conditions. Present high prices to continue. Standardization only way to increase stocks.

R. P. ANDREWS, President National Paper Trade Association

THE printing industry, like banking, reaches into all other industries. Fortunately, it does not depend upon the prosperity of any single industry. Three or four of the main industries of the country may feel some curtailment and yet the effect of this on the printing industry as a whole may be almost nil. Since printing reaches into all other industries no one should be more interested in the general business conditions than the printer, who, in this respect, should have the same point of view as the banker.

After careful study of the factors entering into general business conditions for the coming year I am firmly of the opinion, and it is not merely a personal opinion, but reflects the conclusions of many able bankers and business men with whom I have discussed this subject—I am of the opinion that for 1921 we in the printing and paper industry may confidently look forward to a year of good business.

The activity of the Federal Reserve Board in curtailing credit, combined with sharp reduction in prices in some lines, has created a volume of discussion which has given some men the impression that business is on the toboggan. Nothing could be further from the truth. As a matter of fact, the application of the Federal Reserve policy with regard to the restriction of credit is being in the main wisely administered. There has been no general blanket rule of thumb curtailment of business operations. Some industries have already gone through a considerable process of readjustment. For other industries this process must continue. It is a process which is going to produce better rather than poorer conditions. It may be compared to a man who, being below par, physically, from overeating, goes on a diet for a short time to regain his normal physical strength and resume his normal activity.

Therefore, I believe we can look forward to the coming year with conviction that there is plenty of printing to be had if gone after on the right basis.

Plenty of Printing in Sight for Coming Year

However, focusing our attention on conditions today, we find many instances where there has been some slackening off in the record-breaking demand for printing and paper that has existed up to the present time. This we must analyze correctly. It is largely the outcome of the general feeling of uncertainty that resulted from the curtailment of credit and spotty price reduction. Although the conditions were confined to certain industries, the psychological effect was more or less general. Men everywhere discussed this curtailment of credit and these spotty price reductions without time or opportunity to analyze just what the bankers of the country were striving to accomplish. Many business men formed hasty conclusions and immediately cut down purchases, including orders for printing. This hasty action has subsequently been recognized as unsound.

At the present time paper merchants' and printers' stocks of papers are abnormally low. They average, as near as we can figure out, about fifty per cent of normal. A tremendous volume of paper must be produced and shipped in order to bring this condition back to normal. It is quite probable that by the time shipments begin to relieve this serious shortage the temporary superficial slackening in the printing industry will have largely adjusted itself, and the printing business will tend to improve. One of the big factors in this improvement of the printing industry is the supply and cost of paper. Regarding the demand for paper specifically, one of the most important factors in the situation is the tremendous requirements of magazine publishers, trade-paper publishers, newspaper publishers, manufacturers of paper containers and similar paper products which are related to the sale of trade-marked, advertised, packaged merchandise. The demands from these sources have had a tremendous increase during the last year or two, and are now as great, if not greater than ever before. These big purchasers are competing for the capacity of paper machinery. In some cases where they could not tie up machine capacity by offering high prices and long-time contracts, they have reached out and bought the control of mills. More of them are threatening to follow suit. So far as we have been able to learn, within the last thirty days, these purchasers of paper are filling demands for the coming year with no let-up.

Advertising Continues to Increase

One of the largest advertising agencies in the United States has advised me definitely that their bookings for the coming year indicate an increase of twenty-five per cent in the volume of business, despite the fact that their volume increased this year over 1919 by more than fifty-five per cent. A considerable number of other advertising agencies who have been interviewed on this matter, report similar conditions of increasing volume. Moreover, the leading advertising managers of magazines, trade papers, newspapers, etc., report that business booked for the fall months of this year shows a marked increase over the fall of 1919, and they state that all indications point to the probability that 1921 will be even bigger than 1920. The business activities of these institutions, constitute a barometer that is important. These big buyers are not exposed to the same danger, as a result of the increased cost of paper, that paper merchants and printers are exposed to. This is the reason: the publishers are getting a considerable increase in volume of advertising and do not find it difficult to increase their rates, both for circulation and advertising, without seriously impairing their volume. This, however, the paper merchants and printers cannot do with the same care-free manner and disregard for consequences.

After studying the data gathered by my organization and by the paper manufacturers' association, I

am keenly aware of the fact that the rising cost of paper, and other items in printing, such as composition, presswork, etc., are bringing you toward the point of diminishing returns, where the higher prices which you are forced to set up in your estimates tend to curtail your volume of business. We have seen specific instances where increased prices make the buyer think twice before he signs the contract and we know of instances where the advertiser, for this reason, is considering other forms of advertising in place of printing.

I don't mean to give you a false impression and intimate that any sudden slump is going to come in the printing industry because of this attitude of mind on the part of buyers, but I do wish to call your attention to the fact that this situation will become more serious than it is today, unless it receives the best thought of the printers, of the paper merchants and of the paper manufacturers.

Another important factor that may have a vital bearing on the demand for paper is the possibility that the excess profits taxes will be materially decreased. It is no doubt true that a number of business men have spent money more liberally for printing and other advertising on account of these taxes than they otherwise would have spent. They were somewhat more open-minded toward the value of advertising because taxes were higher than they had been heretofore. Now, with strong probability that these taxes will be reduced, the question naturally occurs to the printer, to the paper merchant and to the paper maker, "How will this affect us? How much will our business be curtailed?"

The general opinion seems to be that the big majority of the men who have spent more than they ordinarily would have spent in advertising and printing on account of high taxes, have found, as a result of doing the job well, that advertising and printing, if properly handled, pay big dividends. I believe that the decrease in demand for paper due to a reduction in taxes will not be nearly as large as many have anticipated. I am largely influenced in making this statement by the fact that printers and advertising agency men have now reached the stage of development where they are all seeking earnestly to render constructive business service to their customers, and the majority of the customers have been more than well repaid for their investment in advertising and printing. However, it behooves every printer not to rest on his oars but to give his best thought to the carrying on of the service idea and the execution of service activity. There must be no let-up in this application of constructive services that benefit the customer directly. You must follow the point of view and the activities of the more successful advertising agencies, the leading magazines and newspapers and the advertising service men. All these men are increasing their business more progressively as a result of making the service ideal an actual fact. The day of depending for success and growth upon stealing your competitor's customers is gone. To sum up:

(1) To say whether or not the printing business is facing a depression, to state whether the printers will have good business, fair business, or poor business during the coming year, is largely a matter of conjecture.

(2) Fundamental business conditions are sound, and should remain so during the coming year.

(3) There will be a few spotty exceptions in certain industries and certain companies, but these are not generally important.

(4) The demand for magazine, newspaper, and boxboard stocks which compete for machine capacity, is great and growing and tends to aggravate the shortage of paper for commercial printing purposes.

(5) The decrease in demand for printing paper, due to a possible reduction in the excess profits tax, probably will not prove to be a serious factor.

(6) We know stocks are short in the hands of wholesalers and printers and must be built up.

(7) The factors indicating a substantial demand for paper and printing outweigh factors indicating decrease of this demand.

(8) Therefore, for the next six months, or rather for the coming year, it is necessary that printers, paper merchants, and paper mills co-operate to increase the supply of paper.

Let us now turn our attention to the question of supply.

During 1920, paper manufacturers faced a serious freight situation which affected both incoming shipments of raw materials and outbound shipments of paper.

For every carload of finished paper leaving a mill, there must be shipped into the mill seven carloads of raw material. Statistics from one of the largest manufacturers of sulphite bond papers in the United States, show 10 to 1—ten pounds of raw material for every pound of finished paper. These figures omit water entirely, and the particular mill referred to uses 7,500 gallons of chemically purified and filtered water for every 100 pounds of paper produced. The shortage of freight capacity has been estimated at from three hundred to five hundred thousand cars. This has been a terrible handicap. During the past year, in spite of all these limitations, more paper was manufactured than in any previous year. You might be interested to know that the production of the American Writing Paper Company is over 425 tons per day. For the forthcoming year the industry as a whole may produce a little more paper than during 1920. In spite of this, however, all forecasts seem to indicate that there will not be enough paper to go around, and it is doubtful whether the net increase will be as much as five per cent over the present year.

The figures the paper manufacturers' association has gathered regarding new equipment of paper mill machinery, which is expected to go into operation during 1921, show much of this equipment will be slow in installation and its effect will not become apparent until the middle or latter part of the year.

Continued on page 70

What It Takes to Make One Hundred Pounds of Sulphite Bond

Wood	13.4 cu. ft.
Sulphur	12.7 pounds
Limestone	17.5 pounds
Kerosene	5.07 ounces
Bleach powder	14.3 pounds
Rosin	3. pounds
Soda	0.515 pounds
Alum	4.2 pounds
Color	1.8 ounces
Coal	320. pounds
Iron sulphate	0.79 ounces
Copper sulphate	0.19 ounces
Lime	3.17 ounces
Belts	2 sq. in.
Felts	32 sq. in.
Wire	67 cc
Lubricating oil	220 cc

Water, 7500 gallons, chemically purified and filtered.

Solving the Great Labor Problems with Industrial Insurance

Gives employer financial support in time of need---assures both sides a square deal---Regional Boards control company U. T. A Convention endorses idea

J. N. CLIFFORD

LABOR has obtained a strangle hold on industry, choking it to death—not slowly, but with a rapidity that is alarming to one acquainted with the facts.

The law of evolution or rather retribution, makes it inevitable that some method be devised to again restore the balance of power.

Such a means, in the opinion of large employers the country over, is industrial or strike insurance, a practical explanation of which was given at the St. Louis Convention of the U. T. A., September 13, by T. R. Covey of Baltimore. Incidentally, industrial insurance was given the support of the convention in a special resolution.

The sole reason labor has been able to gain so much power has been because of its organizations, which have enabled the leaders to call strikes.

Were it not for the loss attendant upon a strike no employer would grant unjust and unfair demands of his men, as is so often the case now. When this fear of loss is eliminated it is apparent that the employer will be able to take a firmer stand with his men, lessening and finally killing the efficacy of the unions. Under the insurance plan the financially weak employer will be given the same protection as the strong one and can refuse to deal with labor with the same equanimity.

It cannot be denied that some such united action is necessary if labor is to be kept from gaining complete control of industry. Strike after strike is being called for no other purpose than that of paralyzing employers so that chaos will result and labor can take charge.

The immense advantage of Industrial Insurance stated in four sentences:

1 It curbs the illegitimate demands of labor.

2 It curbs the equally illegitimate aspirations of the prehistoric type of employer.

3 It prevents the spineless or financially weak employer from making unwise concessions to illegitimate demands.

4 It discourages the selfish employer from continuing to play into the hands of labor.

Annual Strike Loss Five Billions

The estimated annual loss from strikes is five billions of dollars. The American Federation of Labor is chiefly responsible for this condition. It now has a membership of 4,084,000 and at its convention at Montreal last June determined to increase this number by 1,000,000 during the next twelve months. There are 20,000,000 so called laborers in the U. S., 7,000,000 of whom are organized. This number is being increased by at least one million a year, mainly through strikes called in open and non-union shops.

The present system of handling labor is obsolete and inadequate. The employer has been too selfish to join with his fellow sufferer in a mutual effort to save industry from the complete disruption which is sure to result unless the ever-growing power of unionism is killed. The awakening has come at almost the eleventh hour.

Methods have been devised to lessen the control of organized labor but these have resulted in the unions gaining increased momentum after only a partial slackening. The fundamental error has been to consider labor as a commodity to be bought and sold like so much paper or ink. A different viewpoint is necessary. The employer must regard the employe in the same light as he regards himself. The employe is just as human as the man who hires him, and has the same desires and ambitions which cannot, and must not, be killed.

Industrial Insurance an Economic Solution

Industrial insurance recognizes the human equation and attempts, so far successfully, to maintain a balance of power through this recognition rather than by ignoring it.

One method used by the employer has been that of laying off his men. He entirely ignores the law of supply and demand, which decrees that men out of work must be absorbed or else place a heavier burden on those remaining on the job.

Another exploded theory has been that labor can be educated to a point where it will sicken of its demands. So far education has only succeeded in creating still further unrest among the men.

The minority is in control of labor today. It is radical and uses labor for its own selfish purposes. The majority recognizes that its leaders are radical and while many would like to break away from such blood thirsty leadership the fear of being thrown out of work has made them sit back and make no attempt to free themselves. Having chosen the easiest way it is only natural that they should in time come to accept the increased money obtained for them by their leaders and taking no active part in the process of bleeding the employer should acquit themselves of any wrong.

Will Make Labor Free

Industrial insurance will furnish this element an opportunity to free itself and still be assured of fair treatment from the employer. Unions at one time were an economic necessity. Today they are outworn and the laws of economics have brought about industrial insurance as a better method of enforcing a square deal—this time for both employe and employer.

Continued on page 86

U. T. A. Condemns 44-Hour Week

Donnelley Resolution States Position of Organization as a Whole, but Leaves Individual Cities Free to Act as They Please

The 44-hour week was condemned by the United Typothetae of America at its annual convention held in St. Louis, September 13, 14 and 15, when, after hours of bitter fighting between the Closed and Open Shop Divisions, a resolution declaring the shorter week to be uneconomic and undesirable at this time was passed by a vote of 3 to 1.

The resolution reads as follows:

Whereas, There has been misrepresentation and misunderstanding as to the position of the United Typothetae of America upon the question of granting a forty-four hour week May 1, 1921; now, therefore, be it

Resolved, That the thirty-fourth annual convention of the United Typothetae of America in convention assembled restate unequivocally its disapproval of any reduction in the present working hours, and recommends to its members that they resist any attempt to enforce such a reduction except where such reduction has already been agreed to by contract.

This resolution was proposed by T. E. Donnelley of R. R. Donnelley & Sons Company, Chicago, during the last session of the convention.

Does Not Affect Chicago or New York

This does not affect the cities of Chicago, New York, Washington and Salt Lake City, where agreements already have been made with the unions whereby the forty-four hour week goes into effect May 1, 1921. These cities have expressed their intention of living up to their agreement and are left free to do so by the Donnelley resolution, which is only taken as the attitude of the U. T. A. as a whole.

The fight on the new week began September 14, when the first meeting of the Closed Shop branch was held. Delegates from the south attacked the action of the division last year at New York City, claiming the forty-four hour agreement had been rushed through the convention without proper voting. This was denied, and while the sentiment of the division was at first strongly in favor of repudiating the New York action, it was finally decided to reserve decision until the following morning, when sentiment having been reversed, the New York contract was upheld.

The executive session Wednesday afternoon was the scene of the final battle, when the opponents of the forty-four hour week in the Closed Shop division united with the solid sentiment of the Open Shop division, making a majority against the short week. Realizing the disaster which would result to the printing industry in those cities where agreements have already been made with the unions, it was decided that each city should be left free to do as it pleased, with the result that the contracts between the unions and employing printers in these cities will be lived up to.

Efforts were also made to abolish the "open" and "closed" shop divisions of the association, in the belief that the U. T. A. should confine itself entirely to educational matters. This move was defeated, but an amendment to the constitution proposed by the Washington Typothetae was adopted. This does not sever the open and closed shops from the parent organization, but makes them entities to act as they agree, without making the action of either one binding on the U. T. A. membership as a whole.

Raise Maximum Dues

Another amendment of importance, although not assuming such serious proportions as those affecting labor, was one concerning the dues each local organization must pay the U. T. A. An amendment was proposed by the Columbus Typothetae which it was claimed would place a burden of around $80,000 a year on Chicago, New York and Boston. Since this is more than the entire budget of the Franklin-Typothetae of Chicago, for instance, it was defeated through the concerted action of the three cities most vitally affected. Another amendment, fixing the maximum dues at $12,500 a year instead of $10,000, was passed and received the support of the maximum due payers.

Here and There at U. T. A. Convention

Chicago again carried off the banner for having the largest delegation.

Toronto looks like the logical place for the 1921 convention. Especially after the weather dished out by the southern weather man.

Secretary R. W. Van Valer, of the St. Louis Ben Franklin Club, was everywhere at once looking out for the comfort of his charges.

Butler Paper Company got out some dandy little pocket note books, each one stamped with the name of the owner.

The exhibit of the U. T. A. School of Printing, Indianapolis, attracted lots of comment, as did the exhibit of the Graphic Arts Institute. Both were the centers of interest throughout the convention.

Exhibits on the second floor attracted lots of attention. Companies having space included: American Writing Paper Company, Barnhart Bros. & Spindler, Berry Machine Company, J. W. Butler Paper Company, Cleveland Folding Machine Company, Hacker Mfg. Company, Harris Automatic Press Company, Indianapolis Typothetae, International Trade Composition Association, Lanston Monotype Machine Company, Ludlow Typograph, Mangan Studio, Mergenthaler Linotype Company, Miller Saw-Trimmer Company, N. Y. Employing Printers' Association, Printers' Supply Company, Printing Machinery Company, Premier Register Table Company, H. B. Rouse & Company, Thompson Type Casting Machine Company, and Gene Turner.

Up! Up!! Up!!!

A comparison of present-day wages in the Printing industry of Chicago with those of 1914 and 1915 shows many interesting facts. A detailed table of wages for every year since 1914 was recently published in the Chicago Franklin-Typothetae Bulletin. These tables are reproduced here so that those who do not get the Bulletin may study the interesting figures they contain. It is significant that in 1914 and 1915 only one increase was granted and that of seventy-five cents a week to Blank Book Binders. As the Franklin-Typothetae Bulletin states, the following figures are "self explanatory" and tell a story of rising costs more emphatically than would three hundred pages of words:

DEPARTMENT	Wages Dec. 1914	Wages Dec. 1915
Compositors	$24.00	$24.00
Pressman	25.00	25.00
Cylinder Feeders	17.50	17.50
Gordon Feeders	11.50	11.50
Edition Binders	21.00	21.00
Blank Book Binders	21.00	21.75
Paper Rulers	22.50	22.50

DEPT.	WAGES DECEMBER 1916				
	Increase During Year	Date Increase Effective	Total Wages in Dec.	% Over Previous Year	% Over Dec. 1914
Comp	$1.00	Nov. 1	$25.00	4.16	4.16
Press	1.00	Dec. 1	26.00	4.00	4.00
Cyl. F	1.00	Dec. 1	18.50	5.71	5.71
Gord. F	1.00	Dec. 1	12.50	8.69	8.69
Ed. Bind	1.00	Nov. 9	22.00	4.76	4.76
B. B. Bind.	1.00	Nov. 9	22.75	4.59	8.33
Rulers	2.50	Oct. 30	24.00	11.11	11.11

DEPT.	WAGES DECEMBER 1917				
	Increase During Year	Date Increase Effective	Total Wages in Dec.	% Over Previous Year	% Over Dec. 1914
Comp	$2.50	Dec. 24	$27.50	10.00	14.58
Press	2.50	Dec. 24	28.50	9.61	14.00
Cyl. F	2.50	Dec. 18	21.00	13.51	20.00
Gord. F	1.50	Dec. 18	14.00	12.00	21.73
Ed. Bind	2.50	Dec. 24	24.50	11.36	16.66
B. B. Bind.	2.50	Dec. 24	25.25	10.98	20.23
Rulers	2.50	Nov. 14	26.50	10.41	17.77

DEPT.	WAGES DECEMBER 1918				
	Increase During Year	Date Increase Effective	Total Wages in Dec.	% Over Previous Year	% Over Dec. 1914
Comp	$5.00	Oct. 21	$32.50	18.18	35.41
Press	5.00	Oct. 21	33.50	17.54	34.00
Cyl. F	3.50	June 14	24.50	16.66	40.00
Gord. F	2.40	June 14	16.40	17.14	42.60
Ed. Bind	3.50	July 25	28.00	14.28	33.33
B. B. Bind.	3.50	July 25	28.75	13.86	36.90
Rulers	5.00	Oct. 20	31.50	18.86	40.00

DEPT.	WAGES MARCH 1919				
	Increase During Period	Date Increase Effective	Total Wages in March	% Over Previous Year	% Over Dec. 1914
Comp	$3.50	Feb. 3	$36.00	10.76	50.00
Press	3.50	Feb. 3	37.00	10.44	48.00
Cyl. F	4.00	Feb. 3	28.50	16.32	62.85
Gord. F	2.10	Feb. 3	18.50	12.80	60.87
Ed. Bind	3.50	Feb. 3	31.50	12.50	50.00
B. B. Bind.	3.50	Feb. 3	32.25	12.17	53.57
Rulers	3.50	Feb. 17	35.00	11.11	55.55

DEPT.	WAGES SEPTEMBER 1919				
	Increase During Period	Date Increase Effective	Total Wages in Sept.	% Over Previous Period	% Over Dec. 1914
Comp	$5.00	Aug. 25	$41.00	13.88	70.83
Press	5.00	Aug. 25	42.00	13.51	68.00
Cyl. F	5.50	Aug. 25	34.00	19.29	94.28
Gord. F	3.00	Aug. 25	21.50	16.21	86.95
Ed. Bind	5.00	Aug. 25	36.50	15.87	73.81
B. B. Bind.	5.00	Aug. 25	37.25	15.50	77.38
Rulers	6.00	Sept. 21	41.00	17.14	82.22

DEPT.	WAGES MARCH 1920				
	Increase During Period	Date Increase Effective	Total Wages in March	% Over Previous Period	% Over Dec. 1914
Comp	$5.00	Feb. 25	$46.00	12.19	91.66
Press	5.00	Feb. 25	47.00	11.90	88.00
Cyl. F	5.00	Feb. 25	39.00	14.70	122.85
Gord. F	3.00	Feb. 25	24.50	13.95	113.04
Ed. Bind	5.00	Feb. 25	41.50	13.69	97.61
B. B. Bind.	5.00	Feb. 25	42.25	13.42	101.19
Rulers	5.00	Mar. 8	46.00	12.19	104.44

DEPT.	WAGES SEPTEMBER 1920				
	Increase During Period	Date Increase Effective	Total Wages in Sept.	% Over Previous Period	% Over Dec. 1914
Comp	$5.00	Aug. 25	$51.00	10.86	112.50
Press	5.00	Aug. 25	52.00	10.63	108.00
Cyl. F	5.00	Aug. 25	44.00	12.82	151.42
Gord. F	3.00	Aug. 25	27.50	12.24	139.13
Ed. Bind	5.00	Aug. 25	46.50	12.03	121.42
B. B. Bind.	5.00	Aug. 25	47.25	11.83	125.00
Rulers	5.00	Aug. 30	51.00	10.86	126.66

Our National Taxation

New and More Understandable Method Needed, if Nation Is to Progress. Present Unrest and High Prices Caused by Antiquated System.

LUTHER C. ROGERS, Rogers & Hall, Chicago

THE problems of national taxation are as old as civilization. No government can function satisfactorily for any considerable length of time without an adequate revenue system.

From many angles taxes affect the printing industry favorably or unfavorably, as the case may be.

In 1913 the United States passed a comprehensive income tax law; this law was amended and changed from year to year, the last change having been made in 1918. Most of these amendments and changes were made in order to secure increased revenue to meet the extraordinary expenses incident to the part played by the United States in the great world's war.

The Revenue Act of 1918, which is now in force, resembles the acts and amendments of other years in its complicated and vague ramifications which puzzle laymen and experts.

Students of government, business and finance tell us that one of the great and most pressing needs of this country today is a new, simple, definite method of taxation or a complete and understandable revision of the income tax of 1918. It is conceded by many business associations and men of affairs that our tax problems are in a large measure responsible for our present business and social troubles.

Present Tax Cumbersome

We all know unrest, lack of confidence, no unit of measurement for values prevails today. Some action should be taken by our government to relieve the situation. Such a move seems necessary in order to assist towards or restore stable conditions, and if this country desires to lead the world in commerce and trade.

The Revenue Act of 1918 is cumbersome and oppressive. It is cumbersome because it is not practical in its application. We should have a tax that could be easily understood by all. Is there any one who has the courage to say he understands the present income tax and its method of application? We should have a tax that will not need an army of experts and accountants to work out. Before actual figures were obtainable, Daniel Roper, ex-commissioner of internal revenue, is authority for the statement that it costs the government $25,000,000 annually to collect the tax. As a matter of fact, for the fiscal year ending June 30, 1920, it cost the government, to make the collection, $29,750,000. Mr. Roper further says that the taxpayers spend $100,000,000 in preparing their returns, which is probably much too low an estimate.

What a waste of labor, especially as there is such need of it today in necessary production and transportation. Such a condition of affairs should not exist. We should have a system of taxation that could be economically levied by the government and paid by the public without unnecessary expense and annoyance. The system should be such that when we have once paid our tax we will know that our figures are correct and the thing is settled forever; and not be bothered with the feeling that some two or three years hence we may be called upon to explain and defend certain features of our returns, and probably learn for the first time of some new theoretical viewpoint or government ruling not in keeping with facts or sane business thinking.

Under the 1918 tax the amount of labor required for making and filing our reports is unreasonably great. In order to make out our schedules, too many of us, if not all of us, are obliged to suspend operations in our own office while our books are being checked over for tax data. This unnecessary disturbance means a great loss in time and money.

The present tax is oppressive in that it is directly and indirectly responsible, to a large degree, for the present high cost of living, high wages, low rate of production and general financial unrest. Prominent men from all parts of the country are authority for the statement that the present high cost of living is largely due to the income tax.

That the influence of this tax has been to greatly and unreasonably increase the cost of living there can be no doubt. Each person through whose hands goods or merchandise passes adds to his usual selling price an amount sufficiently large to protect himself from the workings of the tax, and as this transaction is usually repeated several times before the article reaches the consumer, it is easily understood as to where the burden falls. The Department of Justice of the United States is authority for the statement that 23.2 per cent of the present necessary living expenses is attributable to the tax. It is a fact that present living expenses have been increased in an amount greatly in excess of this, due to indirect influence of the tax. This is a sufficient reason why the present system should be repealed or completely revised. To better illustrate this point I might quote from an article written by the president of one of our large banks, who says: "Let us take up one of the many features of the tax that is working a most serious injury to the country.

Responsible for High Cost of Living

"A large manufacturer before the war was making $100,000.00 a year net profit. Under the present income and excess tax system he might have to pay at least $35,000 of this as a tax to the government, and the larger his business the more in proportion he would have to pay, running up possibly to 60 and 70 per cent of his net profit.

"It is perfectly natural for this manufacturer, therefore, and in most cases necessary for him to add this $35,000, or thirty-five per cent of the cost of his product, which is sold to the wholesaler or jobber. The latter, in turn, comes under the same law, and he has to add another thirty-five per cent to cover the tax alone. Then the retail merchant, who has had to pay a price for his goods that includes the tax added by the manufacturer, wholesaler and jobber who have preceded him, also has to add on his tax per cent. The result is that everyone, in a perfectly honest way, to meet such inequitable, uneconomic and unscientific taxes, has to get an abnormal price for his article or lose money."

As the cost of living has increased, wages have necessarily had to be increased, in order that the working men might live. As prices have mounted and there is work for everyone, production has fallen off. We see the result of this in all parts of the country. We hear of the steel mills closing down because of a disordered state of society and business. We read of woolen mills closing their doors and unfavorable conditions existing, more or less, in other industries. The present tax system has played its part to foment these conditions.

The public corporations have, perhaps, felt the hardships of the tax more than any other line of busines, and when these corporations suffer, the printing industry has to bear its share of the burden. In the past railroads and other public service utilities, as well as private business enterprises, have depended upon their bonds, notes, and other forms of security, to finance their enterprises and secure the capital necessary to enable them to operate. Now there is no market for such securities; the general public does not buy and the general public will not buy until the government's attitude has changed. Ordinarily there are three classes of investors who take up these credit instruments and supply the necessary funds. These consist of the various banking and investment institutions, the wealthy individual class, with large capital and large income, and the great body of small investors.

The first named class has been largely eliminated by reason of the heavy demands made upon it by its own regular depositors, caused materially through the increased cost of doing business and excess taxes; the second class has been intimidated by excess taxes; the third class is not enthusiastic and has no adequate means with which to meet the demand. The government seems to be killing the goose that lays the golden egg.

As soon as the income tax law was passed some of the more shrewd and farsighted of the large investors, whose incomes were chiefly derived from their stock holdings, took occasion to rid themselves of such stocks and bonds as were taxable, and invested their money in non-taxable bonds which net them a better return on their invested capital, and which exempt them from the payment of income tax. Others were quick to follow suit and soon a situation arose where companies issuing stock or bonds which were taxable had to burden themselves with a high rate of interest in order to attract the attention of the investor. One can readily see that no man is going to buy stock or bonds yielding six per cent on their face, but which yield an abnormally low rate after he has paid the tax on them, when he can buy other securities which are not taxable and which net a better rate of interest.

Railroads Suffer Most

The railroads of the country have, perhaps, felt this feature of the workings of the tax more heavily than any of the other interests. For several winters past we all have felt the hardships and restrictions of a coal shortage, delays in delivery of paper and other supplies, due almost entirely to the fact that there were too few cars in which to carry the current normal needs of commerce. We read almost daily of vast quantities of foodstuffs wasting in various parts of the country because there are not sufficient cars in which to move them. People unthinkingly blame the railroads—the railroads are not to blame. The same conditions prevailed when the roads were under governmental control. The sole reason is that the railroads have not the necessary capital with which to purchase additional rolling stock. They are obliged to use all their available resources to meet their immediate expenses. After meeting their current obligations, which include retroactive increases of wages and salaries, the railroads have nothing left with which to add to their equipment. Here the printing industry and the public is again hit, for where there is need of prompt transportation and a scarcity of an article combined, the price is bound to go up. Recently, the interstate Commerce Commission granted an increase in freight and passenger rates; another boost to the high cost of living, but a move which is necessary to temporarily meet personal emergencies. In fact, until we cast off some of our present tax burdens it is about the only thing that can be done. This is because there is no market for railroad securities.

> One hundred million dollars each year is spent by American taxpayers in preparing their returns.
>
> Department of Justice declares 23.2 per cent of present living expenses are due to income tax.
>
> Mr. Rogers shows how industry is throttled by present system of levying taxes.
>
> What is your opinion on the subject? Write and let us know!

There are many other faults to be found with the present tax, among which is the inequitable manner of allowing depreciations and credits in fixing taxable values. As applied to our own printing industry, the theory of valuation is very incompletely worked out. Different standards of present day values are used and different standards of depreciation in the valuation of machinery. One of our greatest items of expense is type: we should be allowed a fair and just rate of depreciation on its original or purchase value. Yet we have government experts in one part of the country allowing an annual depreciation of only ten per cent, while in another part they are allowing a depreciation of twenty-five per cent. Such a condition is demoralizing and does much towards producing unrest and dissatisfaction.

What I have said regarding type applies largely to our heavy machinery. We are allowed a percentage of depreciation on values of 1913. As a matter of fairness why should we not be allowed our depreciation on what our machinery is actually worth today, and not what it might have been worth in 1913? This necessitates the keeping of two sets of books, one set kept right for our business, the other set kept wrong for the government.

It is perfectly apparent to anyone who gives the matter any thought, that bad economics have been employed in levying the income tax. We have the tremendous loss to which the government is put in levying the tax, and the greater expense to the taxpayers in fees. Then, there is the loss of energy through worry and the loss of time incident thereto, on the part of the taxpayer. Most of this trouble is preventable. We feel confident that it would be possible to write and pass an income tax law that would be sufficiently simple to enable the average person to understand it. *Continued on page 76*

McCarthy Again Heads I. T. C. A.

Association Holds Big Meeting; Much Business of Importance Transacted

The trade composition industry took another forward step when the first regular annual convention of the I. T. C. A. was held in St. Louis, September 13, 14, 15 and 16, at the Hotel Statler.

Over eighty delegates were in attendance at the meetings, some of whom came from as far away as Vancouver, British Columbia; New Orleans, and New York City. The meetings proved of interest to all and aided materially in knitting American trade composition plants into a closer association, from which success is assured.

Election of officers resulted in E. J. McCarthy, Chicago, being returned to the office of president; A. O. Jennings, New York, re-elected vice-president, and D. W. Mathews, Chicago, again selected to act as treasurer. A new set of trade customs was adopted and will be found on another page. Resolutions bearing on labor were also passed.

The opening session was held Monday afternoon, September 13, President McCarthy presiding. Following the annual address of the president, Frank M. Sherman gave his report as secretary. Mr. Sherman told of the progress made since the organization of the association last February and how 300 members had been enlisted in the work. He also told of conditions in various parts of the country as he had found them on organization trips. The report of the treasurer and of the various committees followed.

The second session was held the following afternoon when E. A. Kelly, cost accountant for the New York Association of Employing Printers, gave an explanation of the application of cost and accounting systems to the trade plant. He was followed by W. E. Husted, who told of the profit sharing plan he has instituted in his plant at Cleveland. No meetings were held Wednesday morning or afternoon, because of the sessions of the U. T. A., but Wednesday night the delegates, with their wives and friends, held an informal dinner dance at the American Annex hotel.

Thursday, the association had the Hotel Statler to itself, no other meetings being scheduled, aside from those of this association. The metal problem came in for its share of attention at this meeting and different plans in operation in various cities were outlined by the delegates. The variance in local conditions made it impossible to adopt any standard plan and the final decision was to let each city work out its own salvation. Another speaker at this session was George T. Lord, president of the New York Trade Composition Association. G. L. Garand, of the Detroit Typesetting Company, Detroit, Mich., was listened to with interest. Mr. Garand, one of the best informed men in the country on the trade composition business, told about ascertaining facts concerning the industry, relating what he has accomplished in his own plant.

The last session, on Thursday afternoon, was devoted entirely to business, including final reports and election of officers.

The next convention will be held at the same time as the U. T. A convention, and will probably be in Toronto.

Among the delegates were: W. R. Adamson, Mono-Lino Typesetting Co., Toronto; Wm. A. Angus, Perfection Linotyping Co., Chicago; P. L. Anderson, Anderson & Foss Typesetting Co., Twin Cities; W. S. Austin, Midland Typesetting Co., Kansas City; Henry C. Alwes, Western Typesetting Co., Kansas City; Harry C. Brock, Brock Typesetting Shop, Grand Rapids; Howard O. Bullard, Howard O. Bullard, New York; Wm. E. Bremer, Mono-Lino Typesetting Co., Pittsburgh; Benj. Bruen, Edward C. Bruen, Inc., New York; Chas. J. Buehler, Western Typesetting Co., Milwaukee; Miss N. Breitenbach, The Breitenbach Linotying Co., Cincinnati; J. Frank Brady, K. C. Typesetting Co., Cincinnati; J. B. A. Baarlaer, Cincinnati Typesetting Co., Cincinnati; J. A. Ball, Ball Linotyping Co., Dallas; H. F. Colwell, Colwell Comp. Co., St. Paul; A. J. Chavannes, Globe Publishing Co., Des Moines; R. J. Conway, Conway Brief Co., Detroit; S. P. Coste, Coste & Frichter, New Orleans; Homer E. Dunn, Perfection Linotyping Co., Chicago; Wm. B. Doyle, Doyle Composition Co., Grand Rapids; Jos. S. Dickson, The Dickson Co., Louisville; Herman Diamond, H. A. Diamond, Inc., New York; W. Murray Elliott, Standard Composition Co., Detroit; John T. Kuhrman, Jr., Pittsburgh Monotype Comp. Co., Pittsburgh; Mrs. Wm. C. Fitch, Est. of Wm. C. Fitch, New York; A. E. Gross, Gross Typesetting Co., St. Louis; G. L. Garand, Detroit Typesetting Co., Detroit; Chas. F. Goodfriend, Falcon Co., New York; W. E. Husted, The Husted Co., Cleveland; E. W.

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Officers of the I. T. C. A. for 1920-1921

President—E. J. McCarthy, Chicago.
First Vice-President — A. O. Jennings, New York.
Treasurer—D. W. Mathews, Chicago.
Secretary—F. M. Sherman, Chicago.

Board of Control

Second Vice-Presidents:

California
A. F. HEUER, San Francisco
Colorado
CARRINGTON VISER, Denver
Illinois
WILLIS E. JOHNSON, Peoria
Indiana
JEROME MILLER, Ft. Wayne
Iowa
WILLIAM MEEK, Des Moines
Louisiana
JOHN T. WENTZ, New Orleans
Massachusetts
E. D. SCOTT, Boston
Michigan
HARRY D. BROCK, Grand Rapids
Minnesota
CHARLES E. PHELPS, Minneapolis
Missouri
A. E. GROSS, St. Louis
Nebraska
J. M. HOGAN, Omaha
New Jersey
WILLIAM PATRICK, Newark
New York
GEORGE T. LORD, New York
Ohio
B. A. BAARLAER, Cincinnati
Oregon
R. H. BIGHAM, Portland
Pennsylvania
J. T. FUHRMAN, JR., Pittsburgh
Tennessee
EDWARD H. LOWE, Nashville
Texas
J. A. BALL, Dallas
Wisconsin
CHARLES E. BUEHLER, Milwaukee
Ontario
W. R. ADAMSON, Toronto

Sherman Returns to I. T. C. A.

Intertype Corporation Consents to Release—Receives Thanks of Association

"The first time in the history of organization work," declares General Secretary Jos. A. Borden, in referring to the action of the Intertype Corporation in releasing Frank M. Sherman as manager of its middle western branch at Chicago so that he may again act as secretary of the I. T. C. A.

FRANK M. SHERMAN

Announcement of the fact that Mr. Sherman, who was secretary of the I. T. C. A. up until three months ago, when he joined the Intertype forces, would again assume his important duties with the Trade Composition Association was made at the annual convention at St. Louis, September 14.

Mr. Sherman was only released by the Intertype Corporation after President E. J. McCarthy and Vice-President A. O. Jennings had called at New York headquarters of the firm and explained the services Mr. Sherman has rendered the association. The Intertype Corporation, believing that it could further its own interests best by furthering those of the industry as a whole, agreed to the change.

In recognition of what the Intertype Corporation has done, the following resolution was passed:

Whereas, the Intertype Corporation, of Brooklyn, N. Y., at the request of the executive officers of the International Trade Composition Association, has seen fit to extend to us the courtesy of consenting to the transfer of Frank M. Sherman from the position as manager of the middle western branch of the Intertype Corporation at Chicago, Ill., to that of secretary of the International Trade Composition Association; therefore, be it

Resolved, that we extend to the Intertype Corporation our sincere thanks for the favor granted us by its response to the request of our officers, and that we hereby commend such action as demonstrating the recognition by the Corporation and its officers of the efforts of the International Trade Composition Association to stabilize and improve conditions in the trade composition industry within the jurisdiction of the organization.

Mr. Sherman, who first joined the I. T. C. A. last February, has had considerable experience in the machine composition field. In addition to being an operator and newspaper man, he was for some time salesman for the Intertype Corporation. He came to the I. T. C. A. from Neenah, Wis., where he was one of the owners of the "News." His work with the association has proven him a live wire and the I. T. C. A. can well compliment itself on his return.

I. T. C. A. Urges More Apprentices; Other Resolutions Endorse "Black and White" Matrix and Thank Retiring Officers and the Trade Press

Strong action to bring about a more just system of allotting apprentices for training as Linotype and Monotype operators was urged at the convention of machine men held at St. Louis, September 13, 14, 15 and 16.

The resolution bearing on this problem states in part:

"In view of the scarcity of apprentices and the evident restriction placed upon the learning of the Linotype and Monotype trade by the typographical unions of the country, which almost universally restrict the learning of said branches to members of their unions, and believing that there exists, on account of this restriction, an unjust discrimination against the trade composition industry; be it, therefore, resolved:

"That the International Trade Composition Association hereby instruct its members to inform local typographical unions throughout the country that it is the wish of this body that any applicant for the position of apprentice to a trade composition plant shall be entitled to be put to work when either he or she can show a certificate of graduation from the local or any school which is established for the training of apprentices for work in book and job printing plants."

Another resolution endorses the use of the contract or black and white matrix, on the ground that it protects the eyesight of line-casting machine operators and aids in increasing output. Thanks were also extended to the officers of the association and the trade press for aid during the past year.

Chicago Man Made President Law Printers' Association

A variation of sixty cents to $3.25 a page in the price of law briefs throughout the country, shows the condition of the law printing industry of today, according to Theodore Hawkins, of Hawkins and Loomis, Chicago, who was appointed chairman of the Law Printers' division of the U. T. A. at the St. Louis convention last week.

It is for this reason that a separate division was formed at St. Louis, and it is hoped that by establishing a standard cost finding system for law printers a better condition will result. A meeting of the executive committee and directors will be held in Chicago within the next week to appoint committees on cost and educational work. It is also planned to standardize the size of law briefs in the various states and to better the general conditions of those engaged in this class of work. By-laws and a constitution will also be drawn up at the Chicago meeting.

Those composing the executive committee and board of directors are: Theodore Hawkins, chairman; Mrs. Frank T. Riley, Frank T. Riley Publishing Company, Kansas City, Mo., vice-president; Frank M. Sherman, Chicago, secretary; R. T. Conway, Detroit; W. Fred Barnard, Chicago; A. J. Chavannes, Des Moines; J. G. Hauser, New Orleans; Edward T. Smith, St. Louis; C. C. Young, Houston; Wm. C. Hollister, Chicago, and Robt. J. Wilson, Raleigh, N. C., directors.

FOR THE SERVICE PRINTER

By PAT KAY

A new department devoted to the interests of the progressive printer who is interested in so-called "SERVICE PRINTING." Conducted by a man who in three years has nearly quadrupled the business of his firm and is still actively successful. Not only a series of authoritative articles, but a bureau that will promptly answer all your inquiries on service printing. Inquiries are held confidential and comments on the department will be welcomed.

The Analysis of Direct Advertising

It is not the purpose of this article to depreciate the value of Publicity (magazine and newspaper advertising), the merits of which are definitely established and universally accepted. Rather, it is our purpose to re-explain the difference between Publicity and Direct Advertising and to emphasize the true worth and functions of the latter.

Advertising may be readily separated into two classes: Publicity and Direct Advertising.

PUBLICITY consists chiefly of:

Magazine and newspaper advertisements,
Railway and street car cards,
Sign boards,
Publicly displayed posters.

DIRECT ADVERTISING consists chiefly of:

Blotters,
Booklets,
Broadsides,
Catalogs,
Envelope inserts,
House organs,
Four-page letter circulars,
Sales letters, individually typed or printed,
Mailing cards,
Mailing folders.

The items which make up Direct Advertising being almost entirely products of the print shop, we naturally seek to increase that branch of advertising. To be justified in trying to increase it we must know its merits, its functions and wherein it excels **Publicity.** Knowing this, we can later proceed in learning how to apply it and intelligently sell it to our clients.

Publicity has reached its point of advertising dominance because those who profit by it worked for it. Direct Advertising is of equal value, but we have not sold it to business men as the makers and vendors of Publicity have sold their wares. Advertising Agencies and publishers' representatives have devoted and are devoting themselves to showing the business world the need for Publicity—and they are ready and able to aid the business man in his successful use of Publicity after he buys it. It is high time that we not alone learn to sell our product but learn how to make our clients profit by it.

The theoretical value of Publicity lies in the immense circulation easily reached by the advertiser at a minimum cost. This theory is often weak. All the subscribers of a publication are not necessarily readers. All readers are not regular readers. All actual readers may not see the advertisers' message, and of those who do see it and read it, how many are logical prospects to which the advertised article may be sold?

Then, too, the reader who evinces interest—our advertiser does not know of it, and is not prepared to follow it up and the once interested readers' interest may wane ere his eye reads another message from the advertiser.

A publication's circulation may cover many states and hundreds of towns in which the advertiser has very imperfect or no distribution. For instance, the "Saturday Evening Post" has fourteen per cent of its circulation in towns of less than 1,000 people. How many of your customers have proper dealer representation in such territory? The vendor of Publicity will say that such a condition will create a demand for the product in the territory where the subscriber has no representation and that proper dealer connection can soon be made. That is contrary to the accepted principle of first creating a place where the reader of an advertisement can buy before trying to sell him.

Inconsistencies in national magazine advertising are common. Derby hats are advertised, yet in some parts of this country derby hats are looked upon with disfavor. Tire chain and waterproof clothing advertisements appear in magazines, many of whose subscribers live in parts of the country where rain is almost unknown. Advertisements of workmen's liability insurance do not interest the agricultural subscriber or professional man—the merits of agricultural implements are lost upon the metropolitan districts—the suspender advertisement has no charm for the thousands who wear belts; and leather belting is offered to thousands of readers who will never buy or influence the purchase of such an article. These are but a few things found in last week's issue of our best known magazine.

The actual value of Direct Advertising is in its ability to go **direct to the logical prospect.** Its sales-making power is available to the small or large advertiser. It may be sent to any number of people from fifty to millions. It can be tested in small quantities, the sales attempt abandoned without serious loss if found unsuccessful or expanded if found successful.

The advertiser may send his message to selected prospects, classes and territories. He may time its arrival for the psychological period. The message is not held to the rigid limits of the publication but may be in a distinctive form, size, material and color. The message can be highly individualized and arrive free from the intimate and distracting association of other advertisements.

Let us take an advertising problem at random. We have a furniture manufacturer who is about to

enter the sectional bookcase field. In the coming year he can turn out, in addition to his regular line, some ten thousand complete "stocks" of cases, wholesaling at $23.40 each—a total of over a quarter of a million dollars. In nine states he has some hundred dealers regularly handling his other products and some two hundred dealers throughout the rest of the country who buy a little from him at the semi-annual market. In all he has dealers in four hundred and sixty-six towns.

Was it good business for this furniture maker to spend his money in magazines of country-wide circulation, extolling the new merits found in his cases? Our advertiser has no dealers in thousands of towns and no likelihood of having them very soon. Thousands of readers, too, are apartment dwellers in big cities where bookcases are built in as part of the apartment. Common sense told this manufacturer there was another way to launch his product and there was.

The following direct advertising was prepared:

(1) A large catalog in which, by means of half-tones and tint plates, illustrations of the bookcases were shown, not stuck on the pages but shown in suitable surroundings. Some were shown in single and double stocks in living rooms; some in long rows in libraries and studies —some in offices—the idea being to sell not the bookcases simply as such, but as essential and harmonious furnishings for rooms.

(2) An edition of miniature eight-page catalogs following the style of the larger one, but inexpensively designed to permit of generous distribution.

(3) A series of three form page letters designed to attract the farmer. Page one was a letter couched in homely language and telling the pleasure of even a very modest case of books for the farm home, how it helped while away the winter evenings and helped replace the hankering for city life with a realization of the attractions of home. Rural letter No. 2 told how the boy or girl coming home from school noticed the lack of books and book facilities. No. 3 talked of the writing desk unit that fitted in with the bookcase unit and was such a convenience.

(4-5) Two similar series addressed to professional men and to business men.

All these four-page letters showed on page 1 the facsimile typewritten letter and on pages 2 and 3 a suitable bookcase stock with the retail price plainly printed. Page 4 showed illustrations of various combinations.

The booklets were imprinted with the dealers' names and the facsimile typewritten letters bore the dealers' names.

Ten towns, five large and five small, were selected and the dealers in these towns were told of the plan.

Representative mailing lists of (1) all farmers near the towns, (2) professional and (3) business men, were procured. The letters signed with the dealers' names were mailed from the home office at weekly intervals. Every dealer had a small supply of the large catalogs and a plentiful supply of the eight-page booklets. The latter were mailed out in the statements and bills and given to customers who came into the store. Window displays were made and, in all fairness, let us add that some of the dealers included the bookcases in their newspaper advertisements. Within sixty days our manufacturer's line was beginning to move satisfactorily in his ten trial communities and he began expanding his direct advertising plan to cover his other dealers.

When his dealers were all started on their way with his line, his production was assured of distribution. The direct advertising still goes on and when he wants new dealers he will go after them by the same method and help them sell the bookcases by the same method.

Magazine and Newspaper

advertising has reached its present volume and continually increases, not alone because intelligent agencies and publishers' representatives are selling it, but because these same organizations make such advertising profitable to the users.

To bring direct advertising into its own, we must not only **sell** it, we must learn how to **make it pay the user.**

What can be done with bookcases can be done with practically any other commodity. Territories and classes may be experimented with, any amount handled and sold and the whole may be expanded where expansion promises to be successful. The more restricted the field of sale the more essential and profitable is the use of direct advertising. The more difficult the class of prospects are to reach the more certain it is they can be sold by direct advertising.

But it is for the Service Printer to analyze the field and subject to be exploited by direct advertising with express care and to make the expenditures pay the client. Magazine and newspaper advertising has reached its present volume and continually increases, not alone because agencies and publishers' representatives are selling their product vigorously, but because these same men are making the use of their space pay the advertiser. To bring direct advertising into its own, we must not only sell it, we must learn to make it pay the user.

"A Little in Front of the Next"

"And they asked me how I did it,
And I gave them the Scripture text:
'You keep your light so shining
A little in front of the next.'
They copied all they could follow,
But they couldn't copy my mind;
And I left them, sweating and stealing,
A year and a half behind." —*Kipling.*

Isn't that a great bit of verse? Good thing for a fellow to think about and even to recite aloud if he can back it up with results.

"Keeping a little in front of the next" is more than beating out your competitor. Simply trimming your fellow printer is destructive, but efforts to keep ahead of him tend to speed up and improve your service and his.

Some of us say: "I don't want to get my price in before everyone else and give them something to cut, etc., etc." That is hardly the idea. When a client asks for a price on a proposed booklet or broadside, let us avoid the tendency to defer figuring

Continued on page 82

Announce Program for Direct Mail Convention

Announcement of a portion of the program of the annual convention of the Direct Advertising and Mail Organ Association, to be held in Detroit, October 27, 28 and 29, was made last week. It includes the names of several men prominent in the printing industry.

Among those who have already accepted the invitation to address the convention are:

Fred W. Gage, treasurer of the U. T. A., and president of Gage Printing Company, Battle Creek, Mich., on what the U. T. A. is doing in the way of service.

W. S. Ashby, advertising manager of the Western Clock Company, La Salle, Ill., whose subject is: "Putting the Big Ben Talk Into Booklets, House Organs and Letters."

M. E. Yadon, advertising manager, Bradley Knitting Company, Delavan, Wis., who will talk on: "Getting Dealer Co-operation by Direct Advertising."

Frank L. Chance, advertising manager, Holcomb & Hoke Mfg. Co., Indianapolis, Ind.: "Twenty-seven Per Cent of a Business from Direct Advertising Leads."

R. J. Rehwinkel, advertising manager, McCray Refrigerator Co., Kendallville, Ind.: "Making Every Direct Advertising Dollar Bring Back Five."

B. A. Dahkle, Dahkle Stationery & Mfg. Co., Buffalo, N. Y.: "The Importance of Mechanical Perfection in Direct Advertising."

Wm. A. Biddle, advertising manager, American Laundry Machinery Company, Cincinnati, Ohio: "Making Your National Advertising Effective by a House Magazine to Customers."

George A. Heintzmann, advertising manager, Dexter Folder Company, New York City: "What Standardization Means to Direct Advertising and House Organs."

Leon A. Soper, manager sales service, Phoenix Mutual Life Insurance Company, Hartford, Conn.: "Turning Indiscriminate Names Into Buyers, by Direct Advertising."

G. Lynn Sumner, vice-president Woman's Institute of Domestic Arts and Sciences, Scranton, Pa.: "Using Direct Advertising to Sell to Women."

O. A. Brock, sales and advertising manager, Keystone Steel & Wire Company, Peoria, Ill.: "Successful Direct Advertising to the Farm Field."

W. B. Griffin, advertising manager, Holmes & Edwards Division, International Silver Company, Bridgeport, Conn.: "Selling Silverware to Dealers by Mail at a Cost of Less Than Seven Per Cent."

Louis Balsam, Lewis Mfg. Co., Walpole, Mass.: "Unusual Direct Advertising—Using Your Regular Correspondence to Build Good Will."

George C. Froelich, manager, drug and chemical department, United Drug Company, president Pilgrim Publicity Association, Boston, Mass.: "How Direct Advertising Materially Helped in Building the World's Biggest Drug Business."

Boston Strike Ends

The strike of union press feeders in Boston, Mass., which started early in the month, ended Friday, September 10, when the men returned to work following an ultimatum by the Boston Typothetae and orders from President George L. Berry, of the Pressmen's Union.

Bookbinders Perfect Own Organization

Bookbinders of North America perfected an organization of their own at the St. Louis convention of the U. T. A., September 13, 14 and 15. The newly formed association is to be known as "Employing Bookbinders of America," and will be a branch of the U. T. A. Only "edition" bookbinders are eligible for membership. Officers for the year were elected as follows:

President, D. S. Brassil, New York; vice-president, R. E. Baylis, New York; vice-president, A. J. Brock, Chicago; vice-president, Mr. Bird, Boston; vice-president, C. F. Kindt, Philadelphia; treasurer, Louis Satenstein, New York; secretary, T. H. Morrison, Chicago.

Executive committee: First district, Mr. Baker, Boston; second district, Albert Knopke; third district, Mr. Zeigler; fourth district, Mr. Shepherd; Nashville; fifth district, Henry Conkey, Chicago; sixth district, Mr. Whipp, Cleveland; seventh district, O. W. Bruchman, St. Louis; eighth distr Chas. W. Welch, Denver.

Among the individuals and firms who have signified their intention of joining the association are:

John C. Burkhardt, Detroit; L. A. Cox, St. Louis; Pantagraph Prntg. & Stationery Co., Bloomington, Ill.; E. V. Huston, Decatur, Ill.; Tanis Bixley, Jr., Muskogee, Okla.; A. L. Munsch, St. Louis; Geo. A. Ritchie, Dallas, Tex.; W. J. Poggensee, Chicago, Ill.; Ideal Bindery Co., Cleveland, Ohio; Cowen Book Bindery Co., Houston, Tex.; Bruce P. Shepherd, Nashville, Tenn.; John E. Bunker, Norfolk, Va.; W. V. Conkey, Hammond, Ind.; D. S. Brassil, New York, N. Y.; A. Cahen, Cleveland, Ohio; F. H. Whipp, Cleveland, Ohio; W. P. Johnston, Chicago, Ill.; L. A. Cox, St. Louis, Mo.; M. G. Kampmeyer, St. Louis, Mo.; C. H. Roberts, Boston, Mass.; Bert Manning, Joplin, Mo.; A. S. Gardner, Springfield, Mo.; J. W. Tucker, Jackson, Miss.; H. F. J. Wagenfuehr, St. Louis, Mo.; M. F. Quinn, Rahway, N. J.; O. W. Bruehmann, St. Louis, Mo.; H. M. Hanselmann, St. Louis, Mo.; N. Mendelson, St. Louis, Mo.; S. W. McDonald, New York, N. Y.; Henry Hilb, St. Louis, Mo.; R. M. Hederman, Jackson, Miss.; J. W. Dement, Meridean, Wis.; Robert L. Reiley, Des Moines, Iowa; O. Pearlstone, St. Louis; J. Lewin, St. Louis, Mo.; Fred W. Flammger, St. Louis, Mo.; C. S. Rockwell, Savannah, Ga.; Sam P. Page, Des Moines, Iowa; Wm. J. Windisch, Detroit, Mich.; A. F. Kampmeyer, St. Louis, Mo.; Joseph F. Kiefer, Quincy, Ill.; W. F. Baker, Newport News, Va.; H. W. Dixon, Memphis, Tenn.; Wm. P. Barcklow, Scranton, Pa.; W. F. Hodrus, Scranton, Pa.; Clarence E. Mitchell, Raleigh, N. C.; C. H. Muline, Quincy, Ill.; Chas. B. Lowery, Kansas City, Mo.; Henry B. Oelkers, St. Louis, Mo.; Harold D. Spencer, Racine, Wis.; Chas. Engeldahl, Chicago, Ill.; A. J. Brock, Chicago, Ill.; D. C. Brock, Chicago, Ill.; Alfred C. Balch, Philadelphia, Pa.; Chas. M. Welch, Denver, Colo.; J. Chas. Ziegler, Philadelphia, Pa.; Daniel V. Schepp, Philadelphia, Pa.; A. K. Brashear, Vicksburg, Miss.; John J. Lauben, New York; Fred Ress, Lincoln, Neb.; Louis Becktold, St. Louis, Mo.; L. Satenstein, New York, N. Y.; H. L. Rutter, New York; Raymond E. Bayles, New York, N. Y.; C. A. Van Rees, New York, N. Y.; N. H. Shrifte, New York, N. Y.; International Text Book Co., Scranton, Pa.

How to Grow to Be a Real Printer

"Some young fellow with a fair education and ambition to acquire a good trade and at the same time brighten up his education, can find an opportunity at this office, to learn the printer's trade," says the Salina (Kan.) "Sun."

Which is all very well, but does not promise much for results. The kind of boy who makes a good printer is the sort that begins to loaf around the print shop on press days as soon as he starts to school. He is the boy who feels honored when he is told to bring a bucket of fresh water, and he would trade his jack-knife and a tin whistle any day for the privilege of "kicking off" a hundred dodgers on the old foot press.

Bye and bye, refusing to be chased off and stay chased, he is sweeping the floor of mornings and running errands, such as going to the store after a left-handed monkey wrench or the furniture store to ask for the return of the paper stretcher.

Later he learns to recognize type lice and wash the rollers, sort p's and q's out of the hell box, and so progresses to the point where he is on the pay roll to the amount of $1 every Saturday afternoon, and says "our plant," when speaking of the "Hoozis Job Press." Such a boy is the only kind that ever grows up to be a real printer.—"Fourth Estate."

Government Refuses German Paper

The paper shortage has hit the government printing office at Washington. Despite this fact the printing office recently had the pleasure of turning down an offer of S. and S. C. paper offered by Germany at a price almost three cents a pound less than the bid of the nearest American paper merchant.

New York Unions Demand Increase

A new wage scale for New York journeymen printers is to go into effect October 1, based on an agreement similar to that in Chicago, where increases were made in ratio to the increase in living costs. The demands made by the various New York unions are:

Pressmen, No. 51, 40 per cent on present wages; Paper Cutters', No. 119, 25 per cent over expiring scales; Bindery Women's, No. 43, a flat increase of $12 per week; Mailers', No. 6, an increase in the wage scale of 30 per cent; Job Pressmen and Job Press Feeders', No. 1, an increase of 40 per cent over the present wage scale; Typographical, No. 6, an increase of $18 on present scales; Paper Handlers', No. 1, an increase of $14; Bookbinders', No. 1, an increase of 35 per cent; Feeders', No. 23, not yet received.

Kansas City Pays More for Pressmen

Pressmen in Kansas City were granted increases in the existing scale of wages on September 13, dating back to September 9. The new scale, which will be in force until April 30, 1921, is as follows:

Two cylinder presses, $44.00; one cylinder press, $42.00; one 2-color press or double-ender, $44.00; one single roll rotary, $45.00; one double rotary, $46.50; one Kelly press, $42.00; two Kelly presses, $44.00; two autos, $42.00; one Osterland, $42.00; two Osterlands, $44.00; one cylinder and two platens, $47.00; two job presses, $39.00; three job presses, $40.00; four job presses, $41.00; five or more job presses, $42.00; for one auto press additional, $2.00; for each additional auto press, $1.00; cutting stock, additional, $1.00; foremen, $47.00.

Now That The Convention is Over

Let's all get back to work and make 1920-21 the best year the Printing Industry has ever had. The following List of Trade Composition plants, every one a member of the Franklin Typothetae of Chicago, will help you do it.

Patronize a fellow member

Directory of Members

A. R. Buckingham . . . . . 15 So. Market St.
Champlin & Co., Linotypers . . . . 172 W. Washington St.
Chicago Typesetting Co. . . . . . 727 So Dearborn St.
Empire Linotyping Co. . . . . . 601 Plymouth Ct.
Englewood Typesetting Co. . . . . . 540 W. 63rd St.
Kerr-Whitmire Typesetting Co. . . . . . 732 Sherman St.
Kilgore Linotyping Co. . . . . . 326 W. Madison St.
Chas. L. Just Typesetting Co. . . . . . 218 So. Clark St.
M. & L. Typesetting Co. . . . . . 4001 E. Ravenswood Ave.
Mathews Typesetting Co. . . . . . 626 Federal St.
Morey Linotyping Co. . . . . . 508 So. Dearborn St.
Perfection Linotyping Co. . . . . . 720 So. Dearborn St.
Quality Typo Co. . . . . . 542 So. Dearborn St.
S-K-H Typesetting Co. . . . . . 149 W. Ohio St.
Smith-McCarthy Typesetting Co. . . . . 508 S. Dearborn St.
Standard Typesetting Co. . . . . . 701 So. LaSalle St.
Superior Typesetting Co. . . . . . 732 Federal St.
Walden Typesetting Co. . . . . . 720 So. Dearborn St.
Western Linotyping Co. . . . . . 431 So. Dearborn St.
Woodlawn Typesetting Co. . . . . . 1221 E. 63rd St.

Trade Composition Association

A Division of the Franklin Typothetae

New Method Makes Estimating Easy

Detroit Expert Prepares Table for Selling Composition on Square Inch Basis

Below is reproduced a scale devised by G. L. Garand, of the Detroit Typesetting Company, Detroit, Mich., which will give the approximate selling price of type matter made up in page forms. It is to be used in selling composition by the square inch and is based on average production. To find the selling price of a page 6 inches wide and 10 inches high, set in eight point and classed as "Straight Lino. Slugs with Running Heads or Folios," the number of square inches on the page—in this instance 60—is multiplied by the hour rate which, in turn, has been divided by the "divisor" opposite the "eight point" column. The hour rate for Linotype in Chicago is $4.00. This amount divided by 34 (the figure opposite the eight point column) would equal 11.63 cents, or the rate for one square inch. Multiplying 11.63 cents by 60 we get $6.98, or the selling price of one page. From this one example it can be seen how easy it is to compute the rate for each page of a job. Try it and see.

SQUARE INCH MAKEUP SCALE

BASED ON AVERAGE PRODUCTIONS

All makeup jobs shall be estimated on the square inch.

Any job may be done on time basis at option of customer.

Size over three smallest lines, set the class.

To find the inch-rate: Determine the class of matter and point size, then take the figure in the divisor column and divide into your hour rate.

Where a job consists of two or more classes of matter, a rate for each class should be used.

A minimum measure of one inch in depth, or width.

Measure the full size of a type page or job.

For jobs less than 30 inches, add a minimum charge of $1.00.

All magazine or book work shall be estimated by the page and not lump sum.

Makeup rates include two proofreadings and corrections, but without responsibility for errors.

Makeup jobs include two page proofs.

Running jobs (books, etc.) will be billed each month for the amount completed, or on which proofs are held out.

Metal kept standing, awaiting orders or completion of the job will be charged for at the rate of 1c per pound, per month, unless bought and paid for.

CLASSIFICATION	Six Point Inch Rate	DIVISOR	Eight Point Rate	DIVISOR	Ten Point Rate	DIVISOR	Twelve Point Rate	DIVISOR	Fourteen, Eighteen Point Rate	DIVISOR	Twenty-four to Thirty-Six Point Rate	DIVISOR	Forty-Two to Sixty Point Rate	DIVISOR
LINOTYPE—HOUR RATE														
Straight Lino Slugs, with Running Heads or Folios	*	25		34		47		Same as Ten Point		25		35		47
Plain Straight Matter: Magazine and Ordinary Catalogue Work		22		29		42				24		31		42
Price and One-Half Matter: running around Cuts and Captions		16		22		31				15		24		31
Double Price Matter: Intricate Matter, Lino-Tabular		13		14		16				13		15		16
MONOTYPE—HOUR RATE														
Straight Matter, with Running Heads or Folios	*	22		36		50		Same as Ten Point		31		39		
Straight Matter: Ordinary Catalogue Work		18		28		36				25		30		
Tabular Matter: One Size, Running Heads, Folios, without Rules		17		26		33				24		28		
Tabular Matter more than One Size, Box Heads and Rules		15		23		28				21		24		
Price and One-Half: Straight Matter		16		24		30				22		25		
Price and One-Half: Tabular Matter, Intricate		12		20		38				18		20		
HAND WORK—HOUR RATE														
Solid Composition	*	5		9		14		20		27		43		
Advertising Work: Size over Three Smallest Lines Set the Class		4		7		9		12		23		28		
Publication Ad Work: Full, Half and Quarter Pages								18						
Publication Ad Work: Ads Smaller than Quarter Page						14								

*Local hour cost to be placed here.

U. T. A. Passes Important Resolutions

The report of the resolutions committee of the United Typothetae of America, given at the annual convention at St. Louis, brought action on many important problems confronting the industry. These include standardization of paper and machinery, apprentices, estimates, the income tax and strike insurance.

The following are some of the more important:

Standardization of Paper and Machinery

National organizations of paper merchants, paper manufacturers and printing machinery manufacturers are requested to severally approve committees to join with a special committee representing the United Typothetae of America, the appointment of which by the incoming administration is recommended and encouraged, in an effort to analyze the needs, reduce the number of sizes, weights, colors and grades of paper, standardize machinery sizes, investigate methods of increasing paper production and determine a reduction to the minimum of the number of watermarks in commercial paper.

Apprentices

The attention of the membership is directed to the necessity of prompt action looking toward the development of the future workmen of the craft, and to careful consideration of the U. T. A. Apprentice Plan.

Gathering U. T. A. Data

Local Typothetaes are urged to promptly furnish headquarters with the information which is from time to time required and report new members and members dropped and the reason for so doing. Monthly hour cost reports are absolutely necessary in these days of constantly changing costs and wage scales.

Submitting Estimates

When a printer submits a bid for work, publicly or privately, he is entitled to know who his competitors are, and when the contract is awarded, he is entitled to see the estimate of his competitors and to read their specifications. Each member is urged to respectfully insist upon this, not as a privilege, but as a right to which he is entitled. We believe it will bring about a higher standing in the trade and do away with supplemental bids and unfair prices.

Income Tax Law

The convention believes a complete revision of the present income tax law, including the provisions of the excess profits tax, is imperative; that the Congress of the United States be and is hereby petitioned to give this matter its early attention to the end that a simple, definite, inexpensive and understandable tax system may supersede the present law; that we believe the plan of a gross sales tax offers to Congress a basis for an equitable readjustment of the present income tax law; that copies of these resolutions be sent to all members of the Congress of the United States.

Discontinue Banding Envelopes

Envelope manufacturers are requested to discontinue the practice of banding envelopes for commercial printers.

Strike Insurance

The idea and principle of strike insurance are recommended for the serious consideration of the Typothetae membership.

SOUTH SIDE PRINTING *and* PUBLISHING DISTRICT

Now is the time to secure that NEW LOCATION for next Spring.

We are able to offer very special opportunities in Chicago's new Printing and Publishing District and suggest that you see us at once.

We have just concluded an important lease in this district for the R. R. Donnelley & Sons Company.

We have also just placed one of the largest school book publishers in this district.

We can erect buildings on lease for printers or publishers and also have some small floor spaces for rent.

WE SPECIALIZE IN THIS DISTRICT AND WILL BE GLAD TO SERVE YOU

Ask for Mr. George F. Iliff.

BOWES REALTY COMPANY

Conway Bldg. *Phone Main 2181* Chicago

Ben Franklin Monthly

PUBLISHED FOR SERVICE TO

Printers, Paper and Supply Houses, Engravers, Electrotypers, Binders and Paper Rulers located in the Industrial West

Managing Editor - - - - - P. A. Howard
Editor - - - - - - - - - C. J. Nuttall

BEN FRANKLIN PUBLISHING CO.

P. A. Howard - - President and Treasurer
E. P. Howard - - - - Vice-President

508 South Dearborn Street, Chicago
Telephone Harrison 6113

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The Present Crisis

Ernest Bourner Allen

These are days in which every man in every line of business faces unusual and trying conditions. It is not a time to call names or to be discouraged or to let up on one's work. It is a time when every business man needs the sympathy of his comrade and all the encouragement which mutual advice and sympathy can bring.

A remarkable article appeared recently in The New Republic entitled: "The Failure of Victory." It was written by Philip Gibbs, the famous newspaper correspondent, and is a frank plea for the reconciliation of peoples. Men may disagree with certain details in the article, but its spirit as a whole must commend itself to thinking men today.

Mr. Gibbs has a special message for the men "in the political arena, the newspaper world and the financial jungle." He believes that all of us can do something to create a spirit of goodwill which will unite our own nation and bring together all the nations of the world in a new spirit of friendliness and mutual helpfulness. The last paragraph of his article is worth reading:

"We need a prophet of God to change the evil in men's hearts, and such a voice is not heard above the strife and anguish of this present time when many peoples are sinking again into the abyss of despair, and others are behaving with an appalling frivolity because their time has not yet come. We must await a greater leader than we now have, but men of good will, not great, but true and kind, and endowed with that rare quality which we are pleased to call common sense, might make a beginning in the way of grace. As a newspaper man I think the best beginning could be made in the newspaper world, from which so much poison is distilled. Let us declare a war against the poisoners, and kill them by ridicule and by truth. Let us, men of the pen and the printing press, make a pact of peace among ourselves for the protection of all simple folk."

Oak Park, Ill.

Failures Increase

Danger signals are beginning to appear in the increased number of failures, with larger liabilities, the August record showing unfavorably when compared with previous periods in late years. The printing trade should watch its credit customers closely to keep safe.

Isn't It True?

A newspaper story recently told of a thief breaking a five-hundred-dollar window to steal a dollar bill.

How typical is this of labor!

The thief had some excuse for breaking the window. He wanted the money and the window did not belong to him.

With labor, which is continually demanding more and more for its services, the case is different. It wants the immediate money an increase means, but the printing industry itself belongs to the men and its prosperity means the prosperity not only of the owner but of the employe as well.

A concrete example of how "breaking the window" in industry affects labor, can be seen in the present condition of the printing industry in Chicago. It is claimed that more than a thousand compositors are out of work. Those who know claim that the industry is passing through the dullest period it has had for more than three years.

This can be attributed largely to one factor: The increased cost of printing brought about by increased wages. The higher wages go, the less printing there will be and the less printing there is the less work there will be.

Don't break the window to get a dollar bill!

Printing and the Printer

The greatness of the printing industry is seldom recognized. There are many reasons for this failure of the public mind to familiarize itself with one of the country's most vital business concerns. The chiefest is, perhaps, the fact that printing is always so busy with the task of enlightening the world relative to every other undertaking of man that it has little time to discuss its own merits.

In the United States there are some 40,000 printing establishments. Their products each year are worth hundreds of millions of dollars. It requires investments of other hundreds of millions in equipment to meet the needs of the public, and an army of men and women in service than which none is more highly skilled. Indeed, it is only uttering a plain truth to say that no other branch of industry demands and receives such intelligent attention as the printer must give to his work.

When the art of printing—more and more printing is proving its right to be classed as an art—was new, it applied itself chiefly to the publication of books. The Bible was most frequently given attention. Later periodical publication began, and gradually the printer was employed in a steadily increasing number of undertakings which desired access to the public mind. Today no enterprise, however humble or important, could hope to receive notice from the world if it did not seek that notice through the medium of the printing press.

The printer has had a larger influence in producing the modern world than has any other human factor. Civilization is the great result of his toil, and never while his art endures can civilization take a backward step. "The art preservative" his work is called. It is in fact the impulse of all of world's betterment.—St. Louis "Times," Sept. 14, 1920.

POSTING LEDGER

BUTLER·BRANDS ·PAPER· ·THE BEST·

The Modern Paper for the Modernly Equipped Office

THE bookkeeper will tell you that there is nothing more exasperating than to have to work on ledger paper that tears easily, is marred with specks, has poor color or does not take writing or erasure readily. We had his troubles in mind when we planned *Posting Ledger.*

Upon examining a specimen of *Posting Ledger* you will find it strong and durable, of bright, clean color with an even formation and smooth finish for ruling and pen and ink writing. Yet *Posting Ledger* is an economical paper; it is the product of a mill that specializes in the manufacture of ledger and bond papers. The customers of yours who use machine bookkeeping systems will be especially grateful to you for recommending *Posting Ledger;* of course, this paper is also advisable for bank statements and all other forms for which a low-priced good ledger paper is needed.

Posting Ledger is the fifth in the line of Butler Brands of ledger papers—the line embraces the following: *Butler No. 1 Linen Record, Tisrite, Scriptum, Statement, Posting.*

From the standpoint of quality, finish, sizes and weights and quantity of stock on hand, there is practically no ledger paper need that cannot be exactly and promptly fulfilled from this complete assortment.

If you are interested in ledger paper write for samples of *Posting Ledger* and the other lines that make up the complete assortment of Butler Brands.

Distributors of Butler Brands—Standardized Paper

Standard Paper Company . . Milwaukee, Wis.
Missouri Interstate Paper Co. . Kansas City, Mo.
Mississippi Valley Paper Co. . . St. Louis, Mo.
Southwestern Paper Co. . . . Dallas, Texas
Southwestern Paper Co. . . . Houston, Texas
Pacific Coast Paper Co. . . San Francisco, Cal.
Sierra Paper Co. . . . . Los Angeles, Cal.
Butler Paper Company . . . . Detroit, Mich.
J. W. Butler Paper Company (Foreign Trade) . . . . . New York City
Central Michigan Paper Co., Grand Rapids, Mich.
Mutual Paper Co. . . . . Seattle, Wash.
Endicott Paper Co. . . . . Portland, Oregon
National Paper & Type Co. (Latin America) . . . . . New York City
National Paper & Type Co. . . Havana, Cuba
National Paper & Type Co. . . . . Buenos Aires, Argentine Republic
National Paper & Type Co. Mexico City, Mex.
National Paper & Type Co. . Monterey, Mex.
National Paper & Type Co. Guadalajara, Mex.
National Paper & Type Co. . . Guaymas, Mex.
National Paper & Type Co. . . Mazatlan, Mex.
National Paper & Type Co. . . . Lima, Peru

ESTABLISHED 1844

J.W. BUTLER PAPER COMPANY
Chicago

CHICAGO

The Hub of the Industrial West

R. R. Donnelley & Sons Company has obtained control of the entire block bounded by Calumet avenue, East Twenty-first and Twenty-second streets and the Illinois Central railroad. The building which is four stories high with 40,000 square feet of floor space, is now occupied by the Columbian Colortype company and was leased to the Donnelley company for five years for a term rental of $100,000. The property adjoins the Lakeside Press building.

The Columbian Colortype company is erecting a plant of its own at a cost of $650,000. This is located at Twenty-first street and Calumet avenue and covers space of 125 by 180 feet. Ground was broken May 1, and the building, to be six stories high, has already reached the fourth story. The company will move to its new location March 1, 1921, when the Donnelley company will take possession of the building now occupied. The new plant of the Columbian company, including building, ground and equipment, represents an investment of over a million dollars.

Printing Supplymen's club will hold its first meeting after the summer vacation at the Morrison Hotel, Friday night, October 1. No set program has been arranged or, as Secretary Collins phrases it: "There will be no speakers but plenty of talkers." Entertainment in the form of vaudeville will keep the younger members interested. Several matters of business will also receive attention.

D. J. McGowan, cost accountant for the Franklin-Typothetae of Chicago, is grinning more widely than ever; and why shouldn't he? There's a fine big baby girl up at his house and now Mac is trying to qualify as an expert papa as well as expert cost accountant.

Louis Geisen, who has been laid up through illness for the past month and a half is again able to assume his duties with the Excelsior Printing Company.

George G. Renneker Company, 312-316 West Randolph street, has placed an order with the Mergenthaler Linotype Company for two new Linotypes.

Union officials are responsible for the statement that there are eleven hundred compositors out of work in the city of Chicago alone.

The Woodlawn Typesetting Company, 1221 East Sixty-third street, Chicago, has joined the Chicago Trade Composition Association.

Kiser Printing Company, 4636 North Western avenue, has added a Lee cylinder press and a stitching machine.

Rogers & Hall have installed a new Ludlow Typograph with four cabinets.

A newly established printing plant located at Thirty-first and Halsted streets was raided by city and government officials September 20. A linotype, press, type, books and pamphlets were seized. It is claimed that the plant had been established for the purpose of printing radical literature. All of the equipment was brought to Chicago from Philadelphia. Those arrested were Peter Zelieskis and Joseph Dementis.

The name of the Continental Press, located at 1649 North Robey street, has been changed to Clay Hollon & Company, and incorporated under the state laws of Illinois for $2,500. The members of the new incorporation are Clay Hollon, George Dale and Margaret Hollon.

W. W. Buchanan, president of Commercial Loose Leaf and Press Company, lost his right eye while playing golf September 4 at the Glen View Country Club. A golf ball struck him, smashing his glasses, portions of which entered his eye necessitating its removal.

The Fidelity Printing Company, 712 Federal street, has been changed to the Charles E. Tench Printing Company and incorporated for $10,000. The incorporators are Charles E. Tench, R. B. Tench and Emma J. Tench.

J. S. Hubbard, secretary of the Pittsburgh Typothetae, has been transferred to Wichita, Kansas, where he will direct the work of that city and Hutchinson. His place at Pittsburgh has been taken by Hooper Hogan, field man for the U. T. A.

The first fall meeting of the Chicago Club of Printing House Craftsmen will be held Tuesday night, October 19. Further details as to place and program have not yet been made public.

The engraving plant of the Women's Press and the Press Publishing Company, 315 West Madison street, was sold August 31 to the H. O. Reno Company for $3,150.

The "War Cry," the official publication of the Salvation Army, is now edited and printed in Chicago, with eastern and western editions in New York and San Francisco.

V. E. Bevans of Simpson, Bevans & Company started the middle of September on a long auto trip, intending to visit the Pacific Coast and the Northwest.

The "Journal of Commerce," the new Chicago daily newspaper to be published by A. M. Lawrence, formerly of the Chicago Examiner, is to start October 1.

L. A. Lewis, junior member of the firm of A. F. Lewis & Company, publishers of the Printing Trades Blue Book, returned to Chicago last week after a trip through the eastern states which lasted for several months. Mr. Lewis reports that until the month of August he found things booming wherever he went. The desire for organization seems to be greater among the printers than ever before, Mr. Lewis declares.

G. L. Garand of the Detroit Typesetting Company was one of the speakers at the regular weekly meeting of the Chicago Trade Composition association, held at the Great Northern Hotel, September 21. Mr. Garand told of his work in perfecting a standard system of measuring composition on the square inch basis. A table prepared by Mr. Garand will be found on another page of this issue.

Chicago trade composition men are boosting Toronto for the next annual convention of the U. T. A. and I. T. C. A. and are already making plans for a boat trip from Toronto to Montreal as part of the convention program.

The Union Book Bindery announces it has moved from 117 to 442-448 North Wells street, Chicago. The new telephone numbers are Franklin 4215-4216.

H. G. Cantrell, office manager for the Franklin-Typothetae of Chicago, has been made secretary of the Trade Composition Association of the city.

Jimmy Boyle, sales manager for James P. Roach Company and George Ware, of M. M. Rothschild, are receiving the compliments of South Dearborn street on their recent achievement in driving to Cincinnati and back in 68 hours. The trip which was made by flivver of the vintage of '12, consumed 63 of the hours, the remaining time being given to sleep. Why so much time was wasted on such an unessential thing as sleep by two hearties like Jim and George, still remains a mystery.

The H. O. Berger Company, hot embossers, die sinkers and engravers, are now removing to more substantial quarters in the building they now occupy at 610 Federal street. The removal is from the seventh to the fifth floor at that address, where a great deal more floor space is at the disposal of the firm. When the change is completed the company will be among the largest of its kind in the country, and, with its increased facilities, will be in a position to render even more complete service than ever before.

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CALUMET NON-MELTING ROLLERS
Purchase Winter (CalCo) Rollers
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Phone Englewood 8734 6310 Wentworth Ave., Chicago

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Chicago

Nov. 19, 1919.

Printers Appraisal Agency, Inc.,
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Chicago.

Attention Mr. A. B. Gimlin:

Dear Sir:—
May I not express to you at this time my appreciation of the evident care and thoroughness with which you have prepared the physical appraisal of this shop, showing as it does its replacement value and also its value with due deduction for obsolescence.

Your plan also of departmentalization of this inventory to reconcile with department cost has relieved me of no little labor.

For the limited time taken in doing this work, I am pleased with its thoroughness.

Thanking you for your efforts, I remain,
Yours very truly,
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As clear and clean as the water from which it takes its name and as permanent as the water's source. You just test out Artesian Bond

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LATHAM
MACHINERY COMPANY
Fulton and Ann Streets
CHICAGO

Library Bureau Heads League

Library Bureau won the championship of the Chicago printers' baseball league for 1920, winning thirteen out of fourteen games played. Foley & Company finished second and R. R. Donnelley & Sons Company third. The standing of the teams for the season is:

	W	L	Pct.
Library Bureau	13	1	.929
Foley & Company	10	4	.714
R. R. Donnelley	9	3	.750
W. F. Hall Printing Co.	8	6	.571
Central T. & E. Co.	5	7	.417
Poole Bros	3	9	.250
Faithorn Co.	3	10	.231
Hill Bindery	1	11	.083

Inland Daily Press to Meet

The Inland Daily Press Association will meet at the Hotel La Salle, Chicago, October 19 and 20, when a report of the association's cost finding committee will be made. The program also includes a report from the print committee. Addresses will be made by several big daily publishers.

The Inland now has a membership of 240, fifty new members having been added since the last meeting held in May.

The West Side Group of the Franklin-Typothetae met Tuesday evening, September 1, at 3800 West Madison street. Forty printers sat down to the dinner which was served before the meeting. The speakers of the evening were E. F. Hamm, E. E. Laxman and T. S. Quin. Ten students signed up for the educational classes of the Franklin-Typothetae.

A reorganization meeting of the Central Job Group of the Franklin-Typothetae was held Friday noon, September 24, in the Republic building. This division has recently started a monthly publication of its own, known as the "Loop Bulletin." It is of the same size and form as the other Group papers.

E. E. Mather, of the University Printing Company, 1410 East Sixty-third street, is back on the job after a serious illness. Mr. Mather was taken ill while attending the St. Louis convention of the U. T. A., and was compelled to return by train instead of by automobile, as he had planned.

The October meeting of the Franklin-Typothetae will be devoted entirely to costs and will be in charge of the cost committee of the association, composed of L. F. Neely, R. A. Morgan, J. W. Saul, J. A. Singler and P. L. Tallman.

All meetings of the Chicago Trade Composition Association, with the exception of the first one each month, are to be "Executive" sessions, with all visitors barred.

A meeting of the program and entertainment committee of the Franklin-Typothetae will be held at the City Club, Friday noon, October 1.

G. C. Willings, vice-president of the Intertype Corporation, was a Chicago visitor last week.

Honor Soldier Dead

Union Memorial Tablet With Officers of Typographical Union

Several hundred members of Typographical Union No. 16 journeyed to Elmwood Cemetery, September 12, 1920, to dedicate a bronze tablet in honor of fifteen former members of the union who gave their lives during the World War of 1917-1919.

The dedication address was made by Lieut. Col. Gordon Johnston, Cavalry, U. S. A., while other addresses were made by Barratt O'Hara, Edward M. McGuire and Judge Robert E. Crowe. Music was furnished by the C. T. U. band and the Keystone quartet.

The men whose memory was honored at the dedication and for whom the tablet was erected were:

Roy J. Broderson, Frank Devaney, Emil Kummer, Francis B. Laramie, Gerald D. Martin, Felix W. McGlone, Frank T. McNally, George F. Miller, Paul R. Motzny, W. H. Niemann, Robert S. Smith, Thomas F. Stanek, Frank B. Swift, Joseph J. Witzel and William Zalabak.

"One hundred members by January 1, 1921," is the slogan recently adopted by the Calumet Ben Franklin Club. The club now has fifty members and is preparing an aggressive drive to double this number. Preliminary plans were discussed at the September meeting held at the Hotel Hayes, Tuesday night, September 21. Thirty persons were in attendance. No formal speeches were made, the entire evening being given over to an informal discussion on how to better South Side conditions. One new member was taken into the fold at the meeting. F. P. Hildom & Company, 1644 West Sixty-first street, is the new Ben Franklinite.

The next meeting will be held October 19 at the Hotel Hayes, at which time E. F. Hamm, E. E. Laxman and T. S. Quin will be the speakers.

Roscoe J. Markwith, formerly with the Crossing Print Shop, has leased the two-Gordon job plant of Rupert B. Smart at 1018 East Fifty-fifth street, taking possession September 20. Mr. Markwith will probably change the name of the company.

Systems Bond, manufactured by Eastern Manufacturing Company, is shown to good advantage in a recent sample book sent out by the company and which will be mailed to any one asking for it.

"The Thinker"

would have time to ponder over lengthy copy but---

The Modern Business Man must form a conclusion at a glance

Photography tells the story so that *"He Who Runs May Read"*

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CAREFUL : ACCURATE
PROMPT

LINOTYPE SERVICE and MAKEUP

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Telephone Franklin 1996

Fourfold Increase!

IS the Credit and Collection Department of the Franklin Typothetae a going concern? We'll say it is! During the fiscal year just passed this department handled more than *four times* as much business for members as was handled in any previous year.

Four times as much help to Typothetae members as ever before.—Did YOU get any of it? If you did, undoubtedly you will agree that the Credit and Collection Department is a highly competent, fully informed organization which can and does give as complete and satisfactory service as can be had anywhere from any credit and collection source.

If you have NOT used this Department, make a memo right now to take advantage of its service next time you require credit or collection help. Additional clerical facilities and an even broader plan of operation make the service more valuable than ever. This is YOUR Credit and Collection Department; you are entitled to its services by your very membership in the Franklin Typothetae.

Conversely, the Department deserves your support. It is a part of your own organization. Why not favor Franklin Typothetae with your business instead of paying money to uninterested outside sources of similar service? For prompt and satisfactory results, send your accounts to

Printing Trades Credit Association

1143 Monadnock Block, CHICAGO

C. I. KAGEY, *Secretary* PHONE HARRISON 2903

E. F. HAMM, President
T. E. DONNELLEY, Vice-President
DANIEL BOYLE, Treasurer

CYRIL C. MEANS
General Secretary

The Franklin-Typothetae of Chicago
Rooms 1143-1146 Monadnock Block
Telephone Harrison 6392

Comprising
Franklin Division
Typothetae Division
Machine Composition Division
Blank Book, Loose Leaf and Rulers Division

Printing Trades Credit Association
C. I. Kagey, Secretary

Chicago Plans Co-operative Advertising

September Meeting Has Many Prominent Men as Speakers

Dr. HAMILTON of Harvard, one of them

CHICAGO printers who are members of the Franklin-Typothetae and operate cost systems, will probably start a co-operative advertising campaign in the daily papers of this city, as a result of the meeting of the organization held at the City Club Thursday night, September 23.

The matter of united advertising for the good of the industry has been under consideration by the executive council for some time, but it took Charles L. Esty, advertising director of the U. T. A., to awaken individual members to the need of such action.

Mr. Esty, in his usual brilliant style, told of the way advertising has benefited other cities, and showed how interest in the Franklin-Typothetae of Chicago, its membership and its aims, can be aroused among the millions of readers of Chicago newspapers.

The speaker also pointed out that by limiting the advertisers to those operating cost systems, the action would tend to cause those not having cost systems to order their installation immediately. That his statement was true is shown by the fact that during the meeting three members asked for the services of the association's accounting department as soon as arrangements can be made.

"FRIENDLY ENEMIES"

Quin greets Weil after the latters baseball team defeats loose leaf men at picnic.

The purpose of the campaign will be to educate the buyer of printing to an appreciation of U. T. A. aims and to bind the membership itself closer together. The entire cost of the campaign, to run for almost a year in two newspapers, would be around nine thousand dollars. This amount, divided among the hundred members operating cost systems would amount to a little over nine dollars a month for each firm.

The meeting of the organization was a "shirt sleeve" one, in that not only were shirt sleeves literally in evidence, but it marked the temper of the organization in getting down to business for the fall and winter months. While the attendance was small, it was an enthusiastic one and not only heartily agreed with Mr. Esty, but with the other speakers, who included J. A. Singler, who spoke on the Graphic Arts exhibit; W. B. Patterson, chairman of the joint apprenticeship committee; Wm. Sleepeck, Howard Law, service manager of the Bert L. White Company, L. F. Neely, T. S. Quin, and Dr. Frederick W. Hamilton, of Harvard University.

Dr. Hamilton told of the need for more apprentices and printing executives, telling of the work being done at Indianapolis, Carnegie Institute of Technology and Harvard University. He also told in some detail, of his experiences with public schools which teach printing, pointing out the general danger to the industry and asking that employing printers take more interest in the conduct of these schools. The unions are directing them to a very large extent, Dr. Hamilton said, and it is time employers awaken to the fact that public schools of printing are a permanent factor in vocational education and should have the attention of the employers as well as the unions.

When Dr. Hamilton had concluded, Toby Rubovits presented him with a check for five hundred dollars to apply on the deficit incurred by the School of Printing at Harvard University during the war. New York and Philadelphia have presented similar amounts and the fact that Dr. Hamilton could be present to receive Chicago's share made the event all the more important. *Concluded on next page*

OCTOBER Suggestions

IT isn't a bit too early now to begin suggesting Christmas and New Year's Greetings to your customers, because it will do away with the rush that is often very annoying just before the holidays.

These greetings represent a rare opportunity for "good-will advertising." They do not solicit business, but carry a subtle message of friendliness and good cheer which is appreciated by everybody.

We list below a few of our lines which are very suitable for this purpose:

Cold Pressed Kenesaw

Decidedly different from any other paper on the market. Can be had in several attractive colors with envelopes to match.

B. S. & Co.'s Dull Finish

A pure white announcement stock—very popular because we can furnish Doric Envelopes to match.

COLONIAL BRISTOL

The finest quality of White Bristol with an antique finish. Careful attention in the press room gives the finished job the appearance of steel-die engraving.

White House Cover

For the customers who desire something unusual in color effects, our light weight WHITE HOUSE COVER will be found very pleasing and economical.

SAMPLES OF ANY STOCKS HERE LISTED WILL BE MAILED GLADLY

Bradner Smith & Co

"PAPER FOR EVERY PURPOSE"

CHICAGO, ILLINOIS

"Sixty-eight Years of Service to American Printers"

Chicago Plans Co-operative Advertising

(Concluded from preceding page)

Mr. Patterson's talk was along lines similar to that of Dr. Hamilton. Mr. Patterson urged the members to take more interest in their apprentices, to see that they are properly trained and that they are given proper encouragement.

Mr. Sleepeck touched the important features of the St. Louis convention, giving a "travelogue," which was the next best thing to being at the convention in person.

The plans of the cost committee were outlined by Mr. Neely, who asked the membership to aid in this important work. Mr. Quin reported on the work the education committee is doing, and then introduced Dr. Hamilton.

Another guest of the evening was Harry Brown, executive committeeman for the fifth U. T. A. district. Mr. Brown, whose home is in St. Augustine, Fla., came to Chicago from the St. Louis convention and is making a tour of all the important printing centers before returning to his home.

Eleven new members were taken into the organization at the meeting. They are:

Woodlawn Typesetting Co., 1221 East Sixty-third street; The Mally Co., 1702 South Halsted street; J. Schoenenberger & Son, 3439 Lincoln avenue; The Humboldt Printing Co., 2901 Dickens avenue; Paschal-Hall-Heileman Co., 7444 Madison street, Forest Park; Rapid Printers, 736 West Sixty-fourth street; Caxton Ruling Co., 508 South Dearborn street; H. McAllaster & Co., 2318 Clybourn avenue; Robbins Brothers, 313 South Clinton street; Sissman Printing Co., 6628 South Halsted street; Geo. W. Hall Press, 508 South Dearborn street.

Chicago Sends Many Delegates to Convention

Sixty-nine delegates represented the Franklin-Typothetae of Chicago at the St. Louis convention of the U. T. A. In addition, several scores of supplymen represented the Windy City. Those from the Franklin-Typothetae were:

E. E. Laxman, C. O. Friskey, James H. Rook, A. S. Teed, Theodore Hawkins, C. Arthur Legg, William McDonald, Floyd E. Haas, A. W. Fleming, M. E. Foster, J. S. Mather, William Sleepeck, J. H. Ewing, M. S. Burnett, Daniel Boyle, William Burnkrans, W. S. Howell, Luther C. Rogers, J. P. Black, C. F. Teal, H. Baird, Toby Rubovits, R. B. Nelson, E. F. Hamm, William L. Erickson, Thomas Faulkner, H. I. Wombacher, R. Ross, J. B. Hinds, H. W. Campbell, J. A. Singler, O. A. Koss, Charles H. Kern, M. F. Kase, C. W. Morris, W. P. Johnston, Charles Engdahl, A. J. Brock, Donald C. Brock, W. J. Pogensy, Thomas Morrison, W. B. Conkey, R. F. Lawson, J. W. Donahue, Denham Harte, Judge Miner, Starr M. Miner, E. J. McCarthy, John J. McCarthy, D. L. Smith, Ray Winship, Mrs. Clara J. Shepard, J. P. Cassidy, E. W. Kirchner, L. F. Neeley, J. W. Hastie, Matthew W. Sanders, Henry Conkey, William C. Hollister, William A. Angus, Ben C. Pittsford, Homer E. Dunn, T. E. Donnelley, Ben P. Branham, T. S. Quin, W. F. Barnard, D. W. Mathews, R. J. Tufts, C. C. Means.

McGRATH ENGRAVING CO.

ENGRAVERS ELECTROTYPERS

TEL· HARRISON 6245

501 S. LA SALLE ST.

Educational Courses Get Under Way

Many students have been enrolled for the four educational courses to be conducted by the Franklin-Typothetae of Chicago this fall and winter. The courses offered are on salesmanship, cost finding, accounting and estimating.

The first of these will start the middle of October. All classes, with the exception of that in salesmanship, will be conducted at night and will probably be held in the Criminal Court building. No announcement has been made as to teachers, but it is certain that men who are leaders in their particular lines will have charge. It is also planned to have lectures by plant owners at each session. In this way interest in the work will be aroused and the students will receive the knowledge of men who have made a success of the vocation of printing.

Only two subjects were offered last year, but the increased interest in practical education caused the association to add classes in accounting and selling for this year.

The course in accounting will explain the basic principles of cost finding and accounting as applied to printing. It will also give a comprehensive and scientific analysis of plant operation. It is designed primarily to acquaint the student with the standard accounting system of the U. T. A. and to show how the standard cost finding system and accounting interlock.

The course in salesmanship will explain the principles governing successful salesmanship and gives practical information on how to sell printing in all of its forms. All four courses have been proven invaluable to one who wishes to advance in the printing business.

A. J. BROCK, PRESIDENT

Brock & Rankin.

INCORPORATED

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CHICAGO

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PUBLISHERS

You Can't Go Wrong

when you patronize the firms listed on the right

They are all members of the

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of Chicago

and believe in a *square deal*

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310 S. CANAL STREET

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508 S. DEARBORN STREET

JOHN H. DALY
300 W. GRAND AVENUE

THE C. J. FARWELL COMPANY
626 S. CLARK STREET

GOULD & EGER
167 W. MONROE STREET

FRED C. LAUKERT
712 FEDERAL STREET

HARRY F. LITTLE & COMPANY
521 W. MONROE STREET

MORTELL & COMPANY
626 FEDERAL STREET

OCONTO MFG. COMPANY
525 S. DEARBORN STREET

REDING & HAUSER
621 PLYMOUTH COURT

FRANK J. STADTFELD
542 S. DEARBORN STREET

STOLL & WESTERLIN
416 S. DEARBORN STREET

TRADE RULING & BINDING CO.
607 S. DEARBORN STREET

F. N. VOLKERT & COMPANY
117 N. WELLS STREET

WEBER & BLOOM
422 S. DEARBORN STREET

WEIL BROS. & COMPANY
416 S. DEARBORN STREET

WESTERN BOOK BINDERY
732 FEDERAL STREET

FRANKLIN TYPOTHETAE MEMBERS — Let a Fellow Member Do Your Work.

CINCINNATI

The Queen City of the Industrial West

JOHN STARK, Representative, 901 Union Central Building. Telephones Main 79 and Avon 5758.

Six hundred employes of various printing shops in Greater Cincinnati took a vacation September 1 when members of the Cincinnati Branch of the Printers' League refused to grant the new demands of six printing crafts for increases ranging from $7 to $12 a week in wages for both men and women. The Printers' League has offered an increase of $7 for men and $4 for women, which has not been acceptable to the unions. In some shops a temporary increase of twelve per cent has been granted, with promise of meeting whatever increase is decided upon by a board of arbitrators which both sides are seeking to name.

L. A. Ault, of the Ault & Wiborg Company, who also is Belgian consul, started September 2 on an extensive tour of Europe and South America.

Joseph F. Hennegan, of the Hennegan Printing Company, has purchased a new home in Walnut Hills.

Bookbinders of the city have recently resumed their meetings, which will be held every Thursday at 5:45 o'clock in the association club rooms during the fall and winter months.

The National Label Company, 214 Walnut street, has joined the Cincinnati Franklin-Typothetae.

BLOMGREN BROS. & CO
ESTABLISHED 1875
DESIGNERS
ENGRAVERS
ELECTROTYPERS
NICKELTYPERS
LEAD MOULD PROCESS
512 SHERMAN ST.
CHICAGO

W. Van Hinkle, secretary of the Buffalo association, will take charge at Cincinnati, October 1, taking the place of H. D. Stops, who has resigned. Mr. Van Hinkle's place at Buffalo will be taken by Charles Ward, cost man, and for the past several months auditor at Chicago headquarters.

Interest of association members now centers on the arrival of W. Van Hinkle to take over the secretaryship. Mr. Van Hinkle, who has been secretary at Buffalo for some time, is expected to assume charge about October 1. Secretary Van Hinkle comes to his new position after an enviable record at Buffalo, and will do much toward making the Cincinnati organization one of the most important factors in the life of the city.

The Cincinnati Association of Printing and Allied Salesmen recently appointed the following committees for the ensuing year:

Constitution and By-Laws: Elmer W. Miller, Robert W. Crockett, Henry M. Zimmerman. Educational committee: Robert W. Crockett, W. T. Perry, M. N. Riggs. Membership committee: George Fahrer, Walter Sulzer, Carl Huether, Henry M. Zimmerman, Walter Momberg. Publicity committee: Elmer W. Miller, Gus Karger, Ben Woerman, Ed. Church, E. E. Taglaurer, H. Winterman. Entertainment committee: J. Larry Birmingham, L. S. Murdock, Wm. F. Kroner, Harry Kurrich.

Cincinnatians attending the national convention of the Typothetae of America were William F. Kroner, Martin Young, Fred Reickel, A. Braumwart, Charles Dye, Louis Breitenbach, A. Ulmschneidier, Wilbur Krehbiel, Will Van, H. Herrick, H. Zimmerman, Charles Dodd, B. Baarlear, Allen Collier and S. Bachmeyer.

HAMMERMILL BOND
"The Utility Business Paper"
SEND for a set of portfolios that will help you sell more printing.
HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 6000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dlrs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.
Strengthen Your Advertising Literature
Our Analytical Advertising Counsel and Sales Promotion Service will improve both your plan and copy, thus insuring maximum profits. Submit your literature for preliminary analysis and quotation—no obligation.
ROSS-GOULD Mailing Lists St. Louis

Arrangements for the celebration of the 100th anniversary of the opening in Cincinnati of the Methodist Book Concern have been completed. John H. Race presided at a meeting held recently to complete arrangements. He was assisted by E. A. Graham, Robert H. Hughes, C. M. Van Pelt, E. E. Shipley, Jesse R. Clark, Herbert Scott and Henry S. Henschen.

As October 6, 1820, is the first entry on the books, the corresponding date in 1920 has been selected as the anniversary, and during that week the Methodist Book Concern will keep open house. On the night of October 6 a great convention will be held in Music Hall, to which all the District Superintendents of the annual conference living in Ohio, Indiana and Kentucky will be invited. A chorus made up of employes of the company will provide the music, assisted by an orchestra. In addition to the speakers, who will include Mayor John Galvin and some of the most prominent Methodists, there will be shown a picture film, the making of which will cost $10,000, showing the strides made by the Methodists since the days of Wesley.

One hundred years ago, Martin Ruter and his office boy undertook to run the Cincinnati office, the first branch of the main office, which had been established in 1789 in Philadelphia. The first printing press, a Washington, was brought over the Allegheny mountains by oxen, loaded on a flat boat at Pittsburgh, floated down the Ohio river and set up in the little office at the corner of Fifth and Elm streets. The press will be on exhibition during the celebration. The big Hoe presses that now turn out millions of sheets of printed matter, and the 400 employes tell the story of the firm's growth.

The Methodist Book Concern's life in Cincinnati is almost coincident with that of the city itself. It is the only firm in the city that has been in existence for 100 years continuously. Its profits have been used for the benefit of retired Methodist ministers, their widows and dependent children. Last year $400,000 was distributed, and during all the years of its existence $6,000,000 thus has been disposed of for the same purpose. Of all the mail that goes into the Cincinnati postoffice, 25 per cent is sent by the Methodist Book Concern.

The company's literature answers such orders as this: "Have it in time to catch the last dog train that leaves for the north before winter sets in." That order comes from Siberia, Alaska, Labrador, Stockholm, Finland, while others come from Australia and Manila—in fact from every corner of the world.

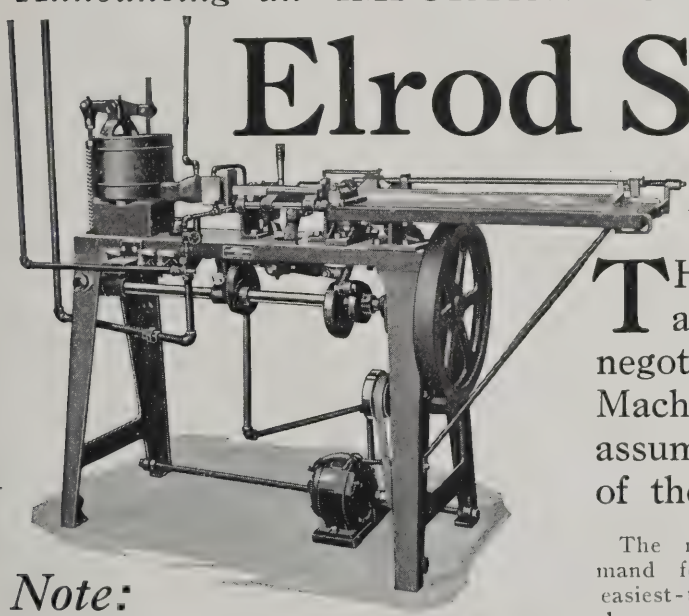
Henry G. Dickhaur, one of the employes, has served the company for 65 years; Samuel Williams, 61 years, and William Vosmer, 58 years. They are still working.

From its first location at Fifth and Elm streets, where it remained for eight years, the office was removed to Shillito place. It took only four years to outgrow this place and, therefore, larger quarters were opened on Walnut street. In four more years it became necessary to move again, this time to larger quarters at Sixth and Main streets. In another four years the company built a home at Eighth and Main streets. In 1870 another move was made to Fourth and Home streets, and in 1916 to the present handsome structure at 420 Plum street.

Announcing an IMPORTANT CHANGE *concerning the*

Elrod Slug Caster

For Leads, Slugs and Rules



THE Ludlow Typograph Company announces that it has concluded negotiations with the Elrod Slug Casting Machine Company, of Omaha, Neb., to assume the exclusive manufacture and sale of the Elrod Lead, Slug and Rule Caster.

The rapidly increasing demand for this simplest and easiest-to-operate-and-maintain slug caster required greater facilities than the Elrod Company had, and which the Ludlow Typograph Company readily can provide. Effective August 1, 1920, the Elrod Slug Caster will be manufactured and assembled complete in the plant of the Ludlow Typograph Company—the most efficient of its kind in the world—under the same engineering supervision and up to the same high-quality standards that have won for the Ludlow the universal reputation of being technically as well as economically right.

Note:

The Elrod Slug Caster is by far the simplest, **most satisfactory** lead, slug and rule casting machine. It is a **profitable** investment for any publisher because—

1] It casts leads, slugs and rules of various point sizes, in strips or automatically cut to desired lengths, for less than cost of distribution.

2] Practically automatic, it does not require constant attendance of an expert machinist. It can easily be operated by any composing room employee after a day or so instruction, with minimum attention.

3] Change from one point size or kind of product to another is made easily and quickly —eliminating all intricate adjustments.

4] The quality of Elrod products equals **in every respect** that of any other machine, and stands up under the most severe conditions of all printing and duplicating processes.

Address All Inquiries Concerning the Elrod Slug Caster to

LUDLOW TYPOGRAPH COMPANY
2032 Clybourn Avenue, Chicago, Ill.

I. T. C. A. Adopts New Trade Customs

New trade customs were adopted by the International Trade Composition Association at its annual convention held in St. Louis last week. They are as follows:

Any job may be done either on time or piece basis, at the option of the trade composition house. All prices and rules apply to both Monotype and Linotype composition, except where otherwise specified.

Time Work

Linotype machine time work.....per hour.
Monotype machine time work.....per hour.
Hand composition.....per hour.
Minimum charge for any job.....
Time rates will be charged on the following:
Less than 15,000 ems.
Author's corrections.
Type larger than 12-point (Linotype).
Intricate matter not covered by piece rates.
Matter containing ditto marks.
Foreign languages. (See above.)
Line-for-line composition.
For copy not perfectly legible, which is not fully prepared, which is unedited, which is submitted in such form as to be inconvenient to handle, which is written on both sides of the sheet, or which requires extra care in handling.
For matter containing a considerable proportion of figures, technical characters, hand inserts, names or technical words.
For extra proofreading.
Matter containing broken measures.
For separate "takes" of a job which measure less than 15,000 ems each.
For assembling on galleys of two or more faces or sizes, insertion of headings, etc.
Matter set in all caps, small caps, caps and small caps or italic and black face in same line.
Box headings, captions over tabular matter, legends under cuts, etc.

Piece Rates

Piece rates are minimum, and apply to "straight matter" in galley form, not made up. ("Straight matter" is ordinary English, in one size and face of type.)
Piece rates include one proofreading and corrections, but no responsibility is assumed for errors. (Second reading noted under "Time Work.")
Minimum line measure is 20 ems of the type in which job is set.
Leaded matter measured as solid.
Different sizes of same job charged as separate jobs.
11-, 12- and 14-point measured as 10-point.
Condensed and other "skinny" faces measured as 2 points smaller than the body.
Matter containing broken measures will be measured at length of longest line (up to 30 ems).
Rush work which requires overtime shall be paid for at overtime rates.

Linotype Composition

Extra Charges

10 per cent extra for 5 or 5½-point over 20 picas; 6-point over 23 picas; 8-point or larger over 26 picas. (This applies to single slug matter only.)
50 ems will be charged for each character inserted by hand in work set at piece rates (fractions, accents, signs, braces, etc.).

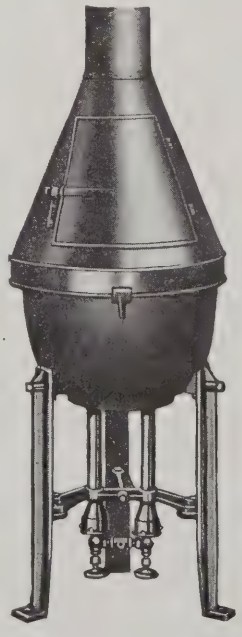
Price and One-half

Matter set over 30 picas wide (butted slugs), all Roman.
Jobs set in all italics or black face.
Leader work.
Lines quadded out in center, type lining at ends.
Lines containing Roman and italics or Roman and black face.

Double Price

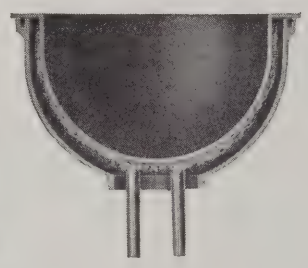
Lines set in all caps, small caps, or caps and small caps.
Lines containing black face and italics, or small caps.
Matter requiring the numbering of each line.
Running heads with folios.
Centered lines of every description.
Counted lines of every description.
Matter requiring varying indentions.
Matter set over 30 picas (butted slug), with Roman and italics or Roman and black face.
Matter containing more than one justification.

The Construction is Scientific



Modern Engineering Science has worked many wonderful improvements and economies in the processes of industry—

In the old-fashioned furnace the flames touch only the bottom of the Pot



But in the PERFECTION the flames cover the entire Pot—sides as well as bottom

In the construction of the

Perfection Metal Furnace

It shows a saving of nearly one-half in fuel and time required to melt a pot of metal

It does this very simply by making the outer shell conform exactly to the shape of inner pot. This confines the flames close to the pot, and the conical-shaped bottom permits the flames to reach up the sides, covering the entire pot. Thus the metal is melted in the shortest possible time, with greatest economy of fuel

Thirteen different sizes and styles of the PERFECTION are made—one to suit every Linotyper, Intertyper, Stereotyper or Monotyper—burning gas, gasoline, coal or wood
Ask us for specifications and price on the one that will be most efficient for your plant

Barnhart Brothers & Spindler

CHICAGO WASHINGTON DALLAS SAINT LOUIS
KANSAS CITY OMAHA SAINT PAUL SEATTLE

Trade Composition Men Will Not Raise Rates

Seek to Stabilize Industry in Chicago by Making Sacrifice—Production Costs Increase

Announcement was made last week by the Chicago Trade Composition Association that despite the increase of five dollars a week granted operators August 25th, no increase in the price of composition will be made at this time.

This decision was reached only after considerable discussion, and came about through the feeling that the best interests of the printing industry, as a whole, do not warrant any increase. This, of course, means a sacrifice on the part of the trade composition men of the city, who are compelled, by their decision, to bear the brunt of the August increase.

The statement of the association is as follows:

"Members of the Chicago Trade Composition Association, having operated for thirty days under the new $5.00 wage increase, during which time production costs have shown a considerable increase, nevertheless feel that existing conditions in the printing business and the unsettled situation of the labor and material markets in other lines make it necessary that they do all they can to stabilize the market, and, therefore, the scale for composition will not be changed at this time.

"Also, having completed a survey of the printers of Chicago and vicinity on the question of metal, the members of the Trade Composition Association have decided to meet the wishes of their customers regarding this proposition, as shown in the survey.

"In other words, we have decided to make no change in the metal arrangement in force since September, 1919, and will continue to bill metal at one cent below the price at which it is purchased by us. The Gardiner Metal Company will continue to redeem this metal, as heretofore, if delivered to their plant at 1364 West Lake street. In cases where the printer wishes the Gardiner Metal Company to call for metal, a slight charge of one-half cent a pound will be made."

New Orleans Firm Has Something New

One of the cleverest pieces of direct-by-mail advertising literature that has come to the attention of this office for some time, was received the other day from the printing firm of Searcy & Plaff, Ltd., New Orleans. It took the form of a letter-size folder and in the upper right-hand corner was fastened a Lincoln penny. The "copy" which accompanied it read as follows:

"Some time ago we put you on the right **scent** for good printing and service. You may have overlooked your opportunity, therefore we are giving you another **cent**—the kind that appeals to every one who has **sense.** If you are interested in good printing and service—a post card **sent** to us may mean many dollars to you—not because we are cheaper—we are not—but we enable you to get your literature in the hands of your customer before your competitor reaches him. He cannot buy unless he knows what you have to offer. Don't let your competitor drop his line in the water ahead of you. Remember, 'The Early Bird Catches the Worm.' "

"Proof of the Puddin' is in the Eatin'"

ASK any printer in Chicago who has been getting our product during the past ten years what he thinks of our service and the quality of our work.

Crooked slugs and high letters are practically unknown in our establishment.

It costs us money to keep up this high standard of efficiency, but we consider it well spent.

If you are not getting this service now, call us up on your next job and we will convince you that you can sidestep a lot of trouble by placing your order with us.

Auto Deliveries to Any Part of the City

Mathews
Typesetting Company
Linotype Ludlow Lino-Tabular Hand
COMPOSITION
Harrison 4086-2083 626 Federal St.

THE FUCHS & LANG MFG. CO

This Is What Freeman
a pressman in Washington, D. C., Wrote Us about our

Rutherford Forty Black

"Made ready, printed 3,500 on two roller Pony Miehle, folded and trimmed, delivered in four hours with your RUTHERFORD FORTY. We think it wonderful ink, don't think you can beat it at any price. This refers to our eight page theatrical paper published for the Keith's Theatre Company."

We ask all printers throughout the country to try this ink.

RUTHERFORD FORTY BLACK sells at forty cents per pound in twenty-five pound lots and over.

We also ask all printers to use our fine reducing oil

Miracol

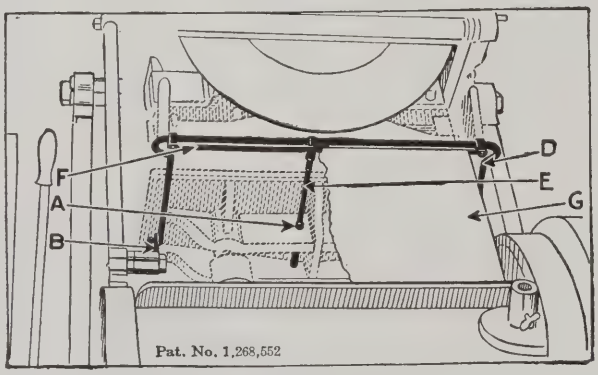
sells at seventy-five cents per pint can.

The Fuchs & Lang Mfg. Co.
120 West Illinois Street
CHICAGO, ILL.

119 West 40th Street
NEW YORK CITY

142 North Fourth Street
PHILADELPHIA, PA.

The "GENE" TURNER Safety Guard



Has no working mechanism; cannot get out of order, weaken or break; does not have to be oiled or inspected; can be installed by anyone who can drill a hole.

Approved and listed by State and Insurance Authorities
for **C. & P. Presses Only**
$15.00 any size
Guaranteed Indefinitely Perpetual Safety

The Vest Pocket Catalogue free on request. Have you a Cleveland Folder? Model A or B? *TELL ME.*

"GENE" TURNER
30 Euclid Arcade Cleveland, Ohio

Cleveland and Northern Ohio

Wage increases have been granted Cleveland journeymen compositors, retroactive to September 1. The new scale gives compositors $45.00 for day work and $49.50 for night work, or an increase of three dollars a week. Journeymen bookbinders were automatically increased from $38.50 to $42.00 on September 1. This was in accordance with an agreement made March 24, 1920. Bindery women also received increases of $1.50 a week for both table work and machine work, making the scale $21.50 for table work and $24.00 for machine work.

Pressmen are still working under a contract made February 18, 1920, which does not expire until May 1, 1921, although efforts are being made to bring about an increase at this time, despite the agreement.

Among those from Cleveland who attended the U. T. A. convention were: W. J. Bishop, Office Supply & Printing Company; James Braden, Braden Printing Ins. Company; A. Cohen, Commercial Bookbinding Company; Earl U. Clawson, Sigmund-Ullman Company; B. B. Eisenberg, Corday & Cross Company; W. E. Husted, Husted Company; D. V. Exline, Exline Company; F. J. Conat, Ideal Bookbindery; G. H. Gardner, Gardner Printing Company; G. H. Jackman, Electric Printing Company; T. A. Lewis, Stratford Press Company; W. G. Loomis, Harris Automatic Press; Gene Turner, Gene Turner Company; A. E. Kranz, Stearns Printing Company; E. H. Jones and P. V. Jones, Cleveland Folding Machine Company; David Stockslader, secretary Cleveland Graphic Arts Club.

The Commercial Bookbinding Company, 2231 West 110th street, Cleveland, will start building operations within the next few weeks on a new plant to cost $150,000. The old building used by the company was totally destroyed by fire on July 23, with a loss of $200,000.

W. R. Unke & Company, bookbinders, located at Cleveland, recently moved their plant to 118 St. Claire avenue, where the company has much larger quarters.

The Southeastern Typothetae, comprising the southeastern portion of the United States, will hold its annual meeting in Pensacola, Fla., in March.

MAKE-UP SERVICE SPACING MATERIAL

THE HUSTED COMPANY
Machine Composition

436 CAXTON BLDG. CLEVELAND

U. T. A. Executives

Don V. Gerking, director of organization work in the U. T. A., was born in Ingraham, Ill., in 1887 and was educated in the public schools of that place and at McKendree College.

DON V. GERKINS

He began his printing education at the age of eight and worked as compositor, pressman, foreman and superintendent during vacations and after leaving college. He was discharged from Central Officers' Training School late in 1918 and joined the U. T. A. January 1, 1919. He did organization work in St. Louis, Lincoln, Louisville, Minneapolis, St. Paul, Des Moines and Kansas City. On October 1, 1919, he was appointed director of the organization department of the U. T. A.

An inspection of the printed samples (*showing results!*) arouses

admiration *for the* widely known printing virtues of

"KING"

Dependable Offset Paper

A request on your letterhead brings samples

Stocked at mill in following sizes and weights—stock trimmed four sides—packed in cases.

White	India Tint
25 x 38—50, 60, 70, 80, 100, 120	60, 80
28 x 42—74, 86, 99, 124	74, 99
32 x 44—89, 104, 119, 148	89, 119
38 x 50—100, 120, 140, 160, 200, 240	

Special sizes and weights to order.

KING PAPER COMPANY, KALAMAZOO, MICHIGAN

Nobody Appreciates the value of a Non-Curling and Non-Caking Gummed Paper better than the printer.

The wise printer will protect his interests by insisting that his jobber give him a sheet having both these features.

Therefore, insist on seeing this facsimile label of our Guaranty on every package you buy.

Mills and Main Office:

Brookfield, Mass.

Ideal Coated Paper Company

NEW YORK CHICAGO CINCINNATI

Chittick New Intertype Manager

Barnard F. Chittick, since February, 1920, one of the members of the Ludlow Typograph sales force, has been appointed western manager of the Intertype Corporation with headquarters in Chicago, succeeding Frank M. Sherman, who has been made secretary of the International Trade Composition Association. Announcement of the appointment was made last week by Vice-President Willings of the Intertype company.

Mr. Chittick, who is one of the best known men in the trade of the central west, was for six years previous to going with the Ludlow Company salesman and general representative of the Intertype in Chicago, Illinois and Indiana.

He also has the distinction of having been the first secretary of the Chicago Machine Composition Club formed in 1910 or 1911. The many friends who know him as "Barney" wish him the greatest success.

Paper Cutters and Cutting Knives | Perfection Safety Quoins Electric Welded Chases | Folding Machines Wire Stitchers
Miller Saw-Trimmer Co.'s Service Station
JACOB RUESCH
PRINTERS', LITHOGRAPHERS' AND BOOKBINDERS' MACHINISTS AND ERECTORS
Phone Broadway 1537
Whitmore's Gear Protective Composition
485 BROADWAY
MILWAUKEE, WIS.

CHARLES S. UTZ, Pres.-Treas.
WALLACE P. ALLEN, V. Pres.-Sec'y.
Milwaukee Printers' Roller Co.
Printers' Rollers
AND
TABLET COMPOSITION
Printing Machinery
OFFICE
Room 24, Evening Wisconsin Bldg.
MILWAUKEE, WIS.

He's Right

The following letter has been received from C. L. Mitchell, secretary and sales manager of Crane and Company, Topeka, Kansas. It is self-explanatory and offers a suggestion which should be acted upon.

Editor, Ben Franklin Monthly, Sept. 21, 1920.
Chicago, Ill.

As a member of both the United Typothetae of America and the National Association of Stationers and Manufacturers, I believe the executive committees of these organizations are overlooking their hand in not making proper arrangements for special rates to our members to attend these two conventions this year.

I understand that all religious, fraternal, charitable, educational and military organizations get a fare of one and one-third for the round trip to their conventions, and that our two organizations have been turned down because they do not come under the heading of any of these established classifications.

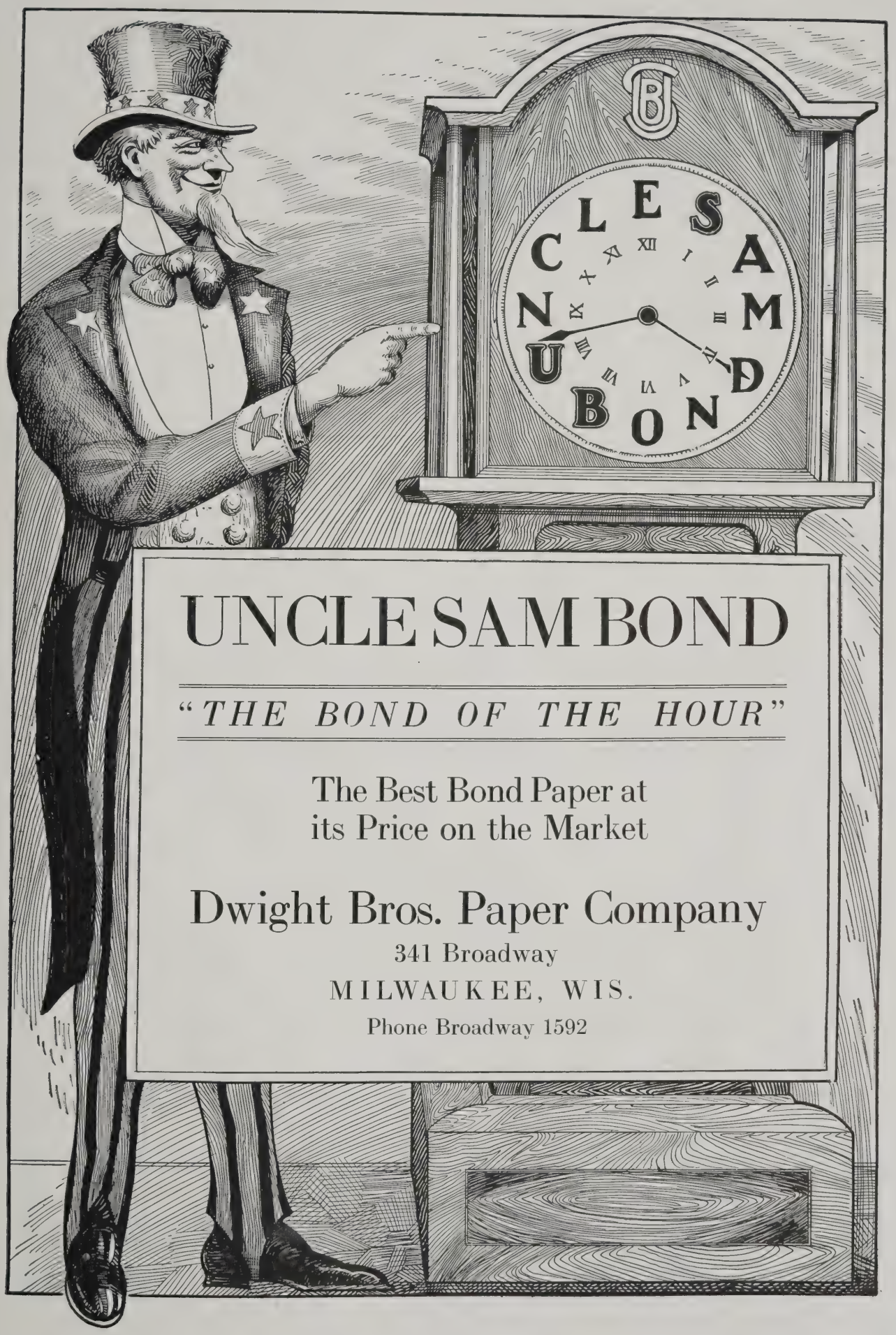
If these two conventions are held for any other purpose than that of "education" I don't quite understand the cause for our meeting, and it seems to me that committees should be appointed by the Typothetae and the National Association of Stationers and Manufacturers to present their claims before the proper rate committee, whoever or wherever they may be, and see to it that our members are given the privilege of these special rates before another year rolls around.

I am firm in my belief that if this proposition is put up to the proper authorities we will be granted this rate, which will mean thousands and thousands of dollars to the printing fraternity, as well as the stationery and office supply fraternity. We know that our two conventions are larger than many of the conventions being favored with special rates. We know, too, that it is the educational information which we gather which prompts the printers and stationers to spend hundreds of dollars to go to these conventions, and my suggestion is that the executive committees of both of these organizations "get busy" and find out the proper channels through which to approach this subject and go through the necessary red-tape to get an order issued by "the powers that be" granting the National Association of Stationers and Manufacturers membership and the Typothetae membership special rates for their annual conventions. With the present railroad and Pullman rates the expense of attending these educational conventions is an item which has to be reckoned with and which undoubtedly is keeping many members from attending. C. L. MITCHELL.

St. Louis boasts of a one-hundred-per-cent organization among its trade composition plants. All eight plants in the city belong to the machine division of the Ben Franklin Club of St. Louis. The members are: Sisson Brief Company, Gross Typesetting Company, Winsby & Springett, St. Louis Typesetting Company, Zimmerman-Petty, C. C. Knight Typesetting Company, Monotype Typesetting & Foundry Company and W. C. Kilper.

Stein Brothers & Company have moved their bindery from 422 South Dearborn street to 426 South Clinton street, Chicago, where the company will have larger quarters and additional machinery. The new telephone numbers of the company are Harrison 5944 and Harrison 5945.

Laudon-Nuzum Electrotype Co.
133-135 MICHIGAN STREET
6TH FLOOR MONTGOMERY BLDG.
Milwaukee, Wis.


UNCLE SAM BOND
"THE BOND OF THE HOUR"
The Best Bond Paper at
its Price on the Market
Dwight Bros. Paper Company
341 Broadway
MILWAUKEE, WIS.
Phone Broadway 1592

ST. LOUIS
W. C. Howland, Representative, 1005 Federal Reserve Bank Building

Missouri Editors Elect White President

L. Mitchell White, editor of the "Daily Ledger," Mexico, Mo., was elected president of the Missouri Press Association, at its fifty-fourth annual banquet held Friday night, September 17, on the steamer St. Paul, during an excursion on the river. Other officers elected were: H. H. Spencer, Princeton, Mo., "Telegraph," first vice-president; Mrs. Anna R. Nolan, Monroe City, second vice-president; John F. Statel, Rockport, recording secretary; Fred M. Harrison, "North Missourian," Gallatin, corresponding secretary, and E. H. Winder, Warrenton, treasurer, re-elected.

The convention opened at Hotel Statler Thursday morning. There were addresses of welcome by H. W. Kiel, mayor of St. Louis, for the city, and George S. Johns, editor of the "Post-Dispatch," for the St. Louis press. Col. Charles L. Wood, of the "Rolla Herald," responded for the association.

W. C. D'Arcy gave an address on "National Advertising," and Imri Zumvolt, of the Banner Springs (Kansas) "Chieftain," state printer of Kansas, spoke on "The Day of the Country Editor."

The afternoon session was given over to business. President Wm. H. Zorn, West Plains "Gazette," gave the president's annual address. Addresses were made by Miss Jane Frances Winn, literary editor "Globe Democrat," St. Louis, on "Special Fields in Journalism for Women;" Miss Lily Herald Frost, "Vandalia Leader," on "A Woman's Place in the Newspaper;" one by Miss Adalyn Faris, "St. Louis Globe-Democrat," on "Reporting at Two Conventions," and by Charles F. Hatfield, secretary and general manager of the St. Louis Convention Publicity and Tourists' Bureau, on "Selling Missouri Through Tourists and How the Newspapers Fit in the Plan."

Friday morning, the delegates discussed the proposal to employ a field secretary to devise means of reducing the cost of operating a newspaper in the state. The matter was referred to a special committee, which announced that conditions could be relieved by the appointment of a field secretary.

The field secretary will investigate and arrange for the purchase of print paper and other items essential to a newspaper. It was pointed out that considerable saving in the operating cost can be made.

Joe Goldman, of the Jefferson City "Democrat-Tribune," spoke on "Mixing Politics with Journalism." His address dealt at length with the policy of the paper taking definite stands on various political questions and on the advisability of a paper adhering strictly to one political party in all matters. He advocated partisanship in its strictest sense, for all newspapers, with the idea that a newspaper should have the courage of its convictions.

Walter Williams, dean of the School of Journalism of the University of Missouri, spoke at the banquet during the boat excursion. He urged the establishment of greater harmony between St. Louis and the rural sections of the state. He suggested that the press of Missouri give publication to the accomplishments of Missouri and the plans for its future expansion.

At the concluding session Saturday afternoon, John C. Stapel, publisher of the Rockport "Mail" spoke on "Getting Business for the Newspaper," explaining methods used by his newspaper to educate its readers in the value of newspaper advertising.

Jewell Mayes, editor of the Richmond "Missourian," spoke briefly on paragraph writing for the country newspapers and of the Missouri publicity service given newspapers throughout the state by the Board of Agriculture.

The report of the co-operative paper purchasing bureau was made by E. R. Childers, manager of the bureau. The report stated that a total saving of $75,000 has been made since it was started three years ago by H. J. Blanton, Paris, former president of the association. There is a plan on foot to combine the bureau with similar organizations in Kansas and Iowa and buying direct from the big paper mills, it is hoped to effect a still greater saving. It has been decided to extend the present flat paper business of the bureau to the handling of rolls of paper, also. While the paper jobbers are quoting 16 cents a pound, the Missouri Purchasing Bureau is handling paper at 7 to 10 cents a pound, Blanton said.

It was announced before the convention adjourned that Dean Williams will leave shortly for Australia, to attend the annual convention of the World's Press Association, of which he is president, and he will endeavor to bring the next convention of the association to St. Louis.

During the convention there were many entertainments given to the members in attendance. The ladies were taken on a shopping tour Friday morning and there was a boat excursion on the river in the afternoon.

Perfect Register, Easily and Quickly Attained—Surely Retained!

The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System

goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

Are you worrying along with a fifty per cent system? Reasons why the Warnock plate-mounting devices are superior to all others are given in a comprehensive book, "Foundation Blocks of Good Printing," sent free upon request to

THE PRINTING MACHINERY CO. 505 Fisher Bldg. CHICAGO — Main Office and Factory 412 East Sixth Street CINCINNATI, OHIO — 45 W. 34th St. NEW YORK

The newly organized St. Louis Club of Printing House Craftsmen was given a glorious start during the convention, when the Quads, an organization of printing trade supplymen, took the infant under its arms and proceeded to inject into it not only pep, but real honest-to-goodness money. The "hold-up" came Monday evening, September 13, when a dinner was served at the Hotel Statler with over 200 in attendance. An auction was held, which resulted in many visitors finding themselves broke at the end of the evening. In addition to the dinner and entertainment, a comprehensive program of speech-making helped to put the guests in a "giving" mood. John Clyde Oswald, editor of the "American Printer"; E. J. McCarthy, Chicago, and George Ortleb, president of the St. Louis club, were among the speakers.

R. W. Van Valar, secretary of the Ben Franklin Club of St. Louis, left September 16 for Spencer, Indiana, where his wife is visiting her parents. His going was hastened by the news of the arrival of a baby daughter. This event happened about a week previous to the convention of the U. T. A., but Van was compelled to remain in St. Louis to assist with convention preliminaries.

Printers in the newspaper and job plants of Mt. Vernon, Ill., have been on strike since September 6. They demand the 44-hour week and also ask for a raise to $33 and $36 a week. The employers are willing to grant certain of the demands but balk on the 44-hour week. No issues of the Mt. Vernon Daily Register and Mt. Vernon Daily News have been printed since Labor Day.

Mack Elliott Paper Company has moved from 309 Valentine street to 417 North Third. The company has half again as much floor space at the new location and in addition is much closer to the business district. The city sales department is located at 308 Vine street. The telephone numbers of the company remain the same.

Lanston Monotype Machine Company had one of the largest exhibits at the convention. In fact the exhibit was so large it had to be left in one of the St. Louis printing plants. This was an advantage rather than otherwise, for the visiting delegates were enabled to see how the largest tariff printing house in the world makes use of Lanston equipment. Con P. Curran Company, which enjoys this enviable title, has 22 keyboards and 20 casters in its monotype department. Incidentally the Curran plant is one of the cleanest and most sanitary in the country, causing considerable comment among the numerous visitors.

The Mangan Studio, St. Louis, is carrying on a work worthy of commendation. It is the endeavor of this firm to create in the printer a desire to turn out better work. This is being done by furnishing the printer with "service" ideas and by educational propaganda.

A recent budget of printing ideas received at the office of Ben Franklin Monthly shows the Mangan company to be thoroughly awake to the possibilities in the printing industry. May their good work continue.

LEE WINSTON TYPE

TWO FACES THAT HAVE STOOD THE TEST

Established 1912

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Monotype Specialists

We do all kinds of hand and machine composition for the trade, including the make-up.
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114 North Third Street
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Printing Papers
Wedding and
Commercial
Stationery

We will be in our New Location about August First

417-419 North Third Street
ST. LOUIS

Eynon Heads United Typothetae Association

(*Continued from page 21*)

other vice-presidents were George H. Gardner, Cleveland; G. L. Stevens, Galveston, Tex., and Douglas Murray, Toronto, Can.

The executive committe as nominated is as follows: Albert W. Finlay, Boston, Mass.; David L. Johnston, Buffalo, N. Y.; Robert N. Fell, Philadelphia, Pa.; R. H. Williams, Richmond, Va.; Harry L. Brown, St. Augustine, Fla.; Wm. V. Parshall, Detroit, Mich.; Allen Collier, Cincinnati, Ohio; Wm. Pfeff, New Orleans, La.; Earl S. Britt, St. Louis, Mo.; Fred L. Johnston, Dallas, Tex.; Wm. A. Repke, St. Paul, Minn.; Frank S. Crane, Topeka, Kan.; B. F. Scribner, Pueblo, Colo.; A. B. Howe, Tacoma, Wash.; Fletcher Ford, Los Angeles, Cal.; J. C. Acton, Toronto, Canada; O. H. Pollard, Winnipeg, Canada; J. C. Nicholson, Vancouver, British Columbia; G. Frederick Kalkoff, New York City, and Luther C. Rogers, Chicago, Ill.

These men were all elected at the meeting on Wednesday morning.

R. P. Andrews Speaks Tuesday Morning

The speakers on Tuesday morning were Ross P. Andrews, president of the National Paper Trade association, whose address will be found elsewhere in this issue; Frank M. Sherman, director of the Trade Composition branch, who told of the work his division is doing to organize the trade composition men, and addresses on the "Revised Standard Cost System" and "The New Standard Accounting System" by Edgar E. Nelson, Boston secretary and Prof. J. Hugh Jackson of Harvard University. Both of these last two addresses were illustrated with stereopticon pictures and told in detail the connection of the two systems with better business methods.

The last address of the morning was by J. Linton Engle, who read a paper prepared by E. Lawrence Fell on "Education: Its Meaning and Value to the Printer."

Tuesday afternoon's session was devoted to educational matters and nearly every phase of the constructive educational work of the U. T. A. was touched upon. Encouraging reports were heard at the session from the U. T. A. school at Indianapolis, Ind., and other printing schools throughout the country.

President William Green presided. After calling the session to order, he read a communication from the Toronto Typothetae, inviting the U. T. A. to hold its 1921 meeting in that city. The matter was referred to the executive committee.

President Green also read a letter from Col. Reese of the U. S. army, stating that it was impossible for Major A. Gibson, U. S. A. Department of Education, to attend the meeting and give his scheduled address on "Education in the Army." Col. Reese, stated in his letter that the department was deeply interested in the work.

Toby Rubovits, member of U. T. A. committee on education, told what the educational courses mean to the printer. He mentioned briefly what the courses are; told of the elements of cost in printers' language; what the student must do; and concluded by reading a letter from a well known printer in which was given an illustration of the benefit of cost accounting knowledge.

Then followed an address on "Educational Courses and Group Class Study," by A. J. Rich, registrar of educational courses. Mr. Rich stated that the organization of a business educational movement for the purpose of improving existing conditions, has been successful. He told about the lack of cost knowledge in the printing business, the misapprehension of profitable selling prices; said there was no uniformity in estimating and an utter lack of efficient salesmanship. He told what had been done for the betterment of these conditions and hoped all locals would "tackle the educational program this fall and winter with renewed determination to get the most out of it."

J. Clyde Oswald, editor of the "American Printer," followed with a talk on "The New Advertising Course." He also explained the course and the method of conducting it.

Dr. Frederick W. Hamilton, director of U. T. A. education, spoke on "The U. T. A. Schools of Printing." He told of the cost accounting system, the method of training apprentices, and concluded by stating that many public schools throughout the country are now giving courses in printing.

M. H. Stuart, principal, Arsenal Technical Schools, Indianapolis, and T. G. McGraw, superintendent U. T. A. School of Printing, Iindianapolis, spoke along the same line. *Continued on page 62*

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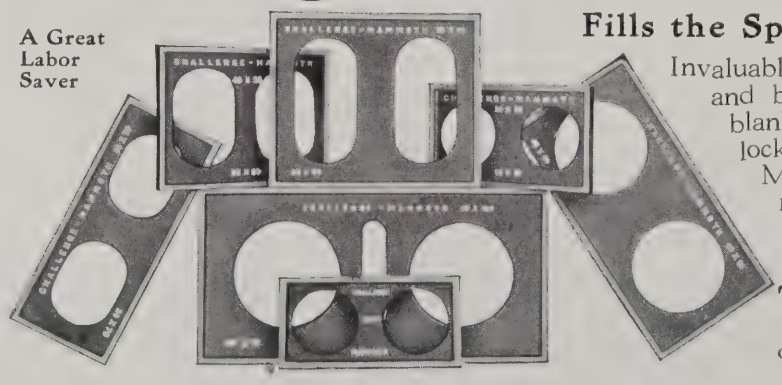

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Proud of a sheet of offset paper, secure in the knowledge that deliveries can be made on time in quantity, we are about to start a campaign of advertising.

Frankly, it will be intensive advertising to create sales. Not sales alone for us, but sales that will be new business for our friends.

The campaign has been written by authorities on offset, and consequently will dig up some sales facts along with many constructive points.

So prepare to answer questions on this good stock. We'll gladly send some one to explain the many good points in its construction and also tell you some of the advance information on the campaign.

Call up or write for samples to see just why we're so proud of *Dwight Offset.*

Signed, W. E. DWIGHT

DWIGHT BROS. PAPER CO.
CHICAGO

Eynon Heads United Typothetae Association

(*Concluded from page 60*)

An address was also made by Geo. L. Parmenter, of the Parmenter Printing Co., Lima, Ohio, on "A Sample Product." Mr. Parmenter exhibited himself as a "sample product" of the school and told of his training.

Then followed addresses by John T. Hoyle, head of the department of graphic arts, Carnegie Institute of Technology, Pittsburgh, Pa., on "What We are Doing at Carnegie;" one by Wm. Duncan Green, head of cost and estimating department, Wm. Green, Inc., New York, on "A Sample Product," and another by A. M. Glossbrenner, ex-president U. T. A.

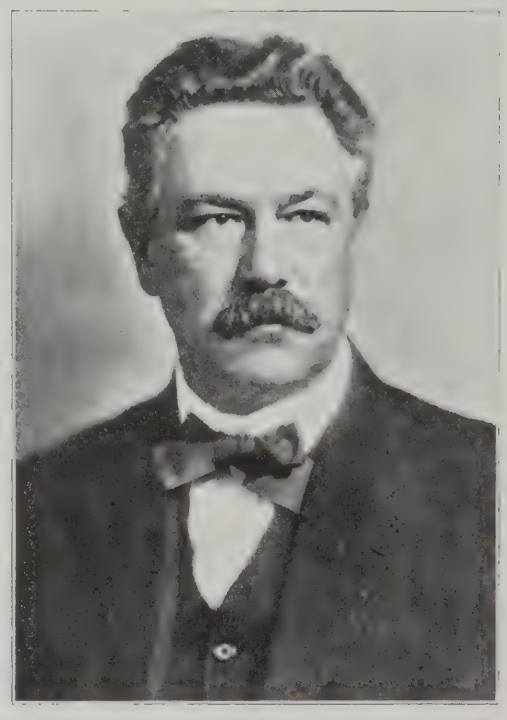
The afternoon session concluded with a talk on the "New Standard Apprenticeship Course," in which the speaker, Henry P. Porter, chairman U. T. A. committee on education, gave a reason for the course, which is "to help the younger people to make the most of the great opportunity which the printing industry offers to ambitious men."

Several important matters came up for consideration the first thing Wednesday morning, including the "Income Tax," which was the subject of an address by Luther C. Rogers of Rogers & Hall Chicago. Mr. Rogers was followed by Carl E. Lincoln, sales manager of the American Writing Paper Company, who took the place of George A. Gallivar, president of the company, who was unable to be on hand because of a recent operation.

Mr. Lincoln read a paper prepared by Mr. Gallivar which reiterated the intention of the American Writing Paper Company to continue its support of the U. T. A. and its principles.

Committee Chairmen Make Reports

Reports were made by various committee chairmen, including T. E. Donnelley of the committee on paper standardization; E. E. Laxman of the committee on price list and the square-inch basis of measurement, and Arthur S. Allen of the committee on process color inks. Other addresses were made by Walter R. Colton, director of the bureau of research of the U. T. A., who told of the work of his department; Albert W. Finlay, ex-president of the U. T. A., on an "Educational Endowment for the U. T. A.," and Charles L. Estey, director of the U. T. A. department of advertising, who gave an address on "Helping the Printer to Help Himself."



COL. WM. A. GREEN
Retiring U. T. A. President

The last session of the U. T. A. convention came Wednesday afternoon when the real business was cleared up. This included the election of officers, resolutions and the forty-four hour week. Another meeting of the secretaries and fieldmen was also held at this time, when subjects touching on cost work and surveys were discussed.

Late in the evening the visitors began drifting trainward, with the result that midnight found but a handful of the hundreds who had crowded the Hotel Statler for three days, and this handful remained over until Thursday night, when the sessions of the International Trade Composition Association closed.

Thus ended the largest and most successful of U. T. A. conventions.

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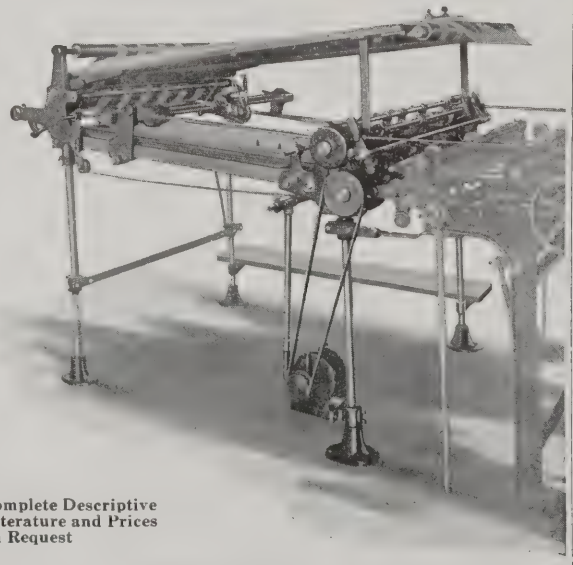

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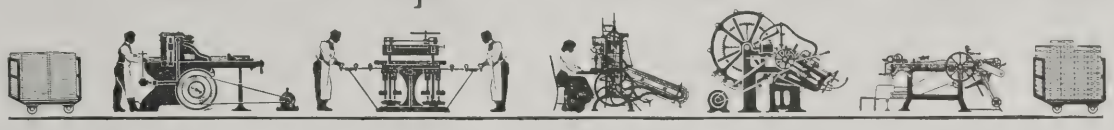

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Lombardia Hand-made
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Standard Offset
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Strathmore D. E.
Strathmore De Luxe
Strathmore Japan

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Herald Velvet Finish
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O. X. Bible Paper
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Alexis Bond
Beacon Bond
Blandford Bond
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Crystallite Bond
Herald Bond
Keith Onyx Bond
Linene Bond
Marketplace Bond

Right-Of-Way Bond
Roman Bond
Saxon Bond
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Keith Linen
Keith Quality Tints
Talisman Linen
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BRISTOLS—NOT COATED
Alexis Folding
Atlasta Index
Cadillac Folding
Champion Linen
Courier
Fifth Avenue Wedding
Gothic Linen
Government Post Card
Herald Wedding
Keith Onyx
Keith Quality Tints
Norwalk Tinted
Pamlico

P. M. Tinted
P. M. Wedding
Rajah
Rhododendron D. E.
Royal Offset Post Card
Strathmore De Luxe
Strathmore Wedding
Talisman Linen
Telanian Superfine
Triomphe Card Index
Utility Index
Utility Wedding
Die-Cut Cards

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Multykolor
Superb Dull Coated
Translucent
D-B-M Folder
Hancock Post Card
P. M. Chromo Board
P. M. Double Coated Blanks
P. M. Playing Cards
P. M. Translucent
Postal Folder
Royal Post Card
Utility Post Card
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BLOTTINGS
Advertisers Translucent
Artillery
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Flora Desk
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Men in the Trade

A Friend of the Printer

At the U. T. A. Convention in St. Louis this year was a delegate from New York who has been attending Typothetae conventions since 1894, having missed only three of the twenty-six annual affairs. He is John Clyde Oswald, publisher of "The American Printer," perhaps the best known man in the printing business today. He came into the printing industry with love of the craft in his heart, and he has given more than any other man of time and service to make the business a profitable and dignified one, and to develop a liking for good printing.

Mr. Oswald was born in Fort Recovery, Ohio, July 11, 1872, and after graduating from high school conducted a newspaper in his home town. After some practical printing experience in Chicago he went to New York as representative of "The Inland Printer," and afterwards became editor of the "American Bookmaker." In 1897 he purchased that periodical and named it the "American Printer and Bookmaker." In 1900 he shortened the name to "The American Printer." Five other printing periodicals have been purchased by him and absorbed with "The American Printer," notable among which are the "International Printer," of Philadelphia and "Printing Trade News," New York.

From the day he came to New York he has taken an active part in association work among employing printers. He is an ex-president of the New York Typothetae and was one of the organizers of the New York Master Printers' Association, now a part of the Employing Printers' Association. He was always put to work at the U. T. A. conventions on important committees. As a member of the Committee on Education he has helped plan and prepare the educational work that has grown to such large proportions.

JOHN CLYDE OSWALD

John Clyde Oswald has made a reputation at printers' banquets as a toastmaster and an after dinner talker. His first after dinner speech was made at the U. T. A. Convention in 1900 at Kansas City. He is also a noted lecturer on printing, having addressed printers' meetings in all parts of the country. He has made a study of the life and works of Benjamin Franklin, and has written a book, "Benjamin Franklin, Printer."

Mr. Oswald has in his library almost all of the books on printing subjects. He loves good printing. He was one of the organizers and first president of the American Institute of Graphic Arts. He has visited the noted print shops of America and Europe and knows printing history thoroughly.

The extent of his interests in things having to do with the bettering of the industry is somewhat remarkable. He has been president of the National Editorial Association, of the Federation of Trade Press Associations and of the New York Trade Press Association. He has been active in the New York Advertising Club and in the work of the Advertising Clubs of the World. He is treasurer of the National Society for Vocational Education and a director in the Graphic Arts Insurance Company, a trustee in the West Side Y. M. C. A., New York, a member of the National Arts Club and of the Grolier Society.

During the war he was active in the New York State Guard, and was chairman of the printing section in Liberty Loan and Red Cross drives.

Fellow members of the Shackamaxon Country Club say he plays a fair game of golf and he has been known to operate a car. His modest home in Pelham Manor, N. Y., is one of the most distinctive in that town, and he has an interesting family.

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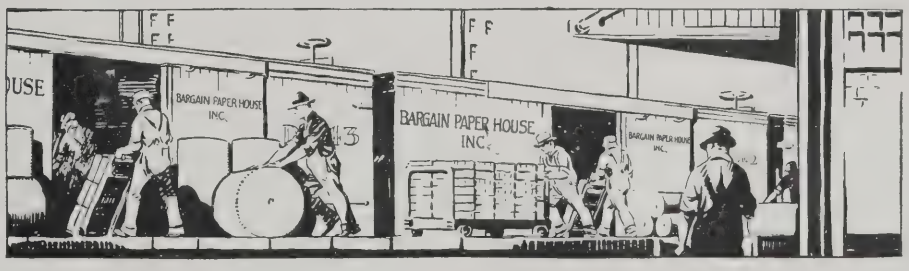

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Chicago News Notes

Chicago Thespians Go to Detroit October 25

October 25th has been set as the date for the presentation of "The Sick Print Shop" in Detroit. The Direct-by-Mail convention is to be held on the same day and this will enable many of the printers who attend that convention to also see the play. A large delegation of Chicago printers will accompany the cast, which will be the same as when the show was first given in Chicago.

Chicago Has Own District

An important outcome of the U. T. A. convention in St. Louis, is the placing of Chicago and New York in separate districts. The two new districts are the nineteenth and twentieth, taking in New York and Chicago, respectively. Luther C. Rogers, of Rogers & Hall, is the committeeman representing Chicago.

Chicago News

Four new members joined the North Side Group at its meeting September 20 at 624 Wrightwood avenue. They are: Irving Press, 3228 Belle Plaine avenue; Adams Press, 4876 Broadway; J. A. Schoenenberger & Son, 3439 Lincoln avenue, and Belmont Printing Company, 4407 North Clark street. Thirty-five members attended the meeting.

The Manz Engraving Company has purchased a residence on Hermitage avenue near Belle Plaine avenue, with the intention of using the lot, which is 50x165, for the erection of a shipping station and later an addition to the plant of the company.

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The resulting Ink is then further tested for body, color strength, tone, working qualities and finish.

Proofs are then printed for future comparison tests to insure a standard color, and together with a small can of the Ink filed away for use in subsequent comparison tests in maintaining the standard.

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The Ault & Wiborg Company would never have become the largest Ink Manufacturing Company in the World if the Quality of the Ink was not thus carefully guarded.

New Publication for Paper Merchants Soon to Make Appearance

"The American Paper Merchant" is the name of a new paper to be published at 508 South Dearborn street, Chicago, on the twenty-fifth of each month. The new paper's field is indicated by the line which appears on its literature: "A journal for the paper distributor." It is said that most of the existing paper trade journals either confine their editorial contents exclusively to the manufacturing end of the paper business, or cover the mill end in detail and the jobbing side incidentally. This situation will be reversed by "The American Paper Merchant," which will, as indicated, devote its entire editorial contents to a discussion of the paper merchant and his problems.

Phil A. Howard, already well known in the printing and paper trades, is the publisher of "The American Paper Merchant." Mr. Howard was for several years identified with the Walden publications, as well as "The Ben Franklin Monthly," which is recognized as the most rapidly growing printing paper in the middle west. Mr. Howard recently severed his connection with the Walden papers to devote all of his time to his own publications, of which "The American Paper Merchant" is the second. The Ben Franklin Publishing Company also issues the Chicago Paper Directory every three months.

Murray E. Crain has been appointed editor of "The American Paper Merchant." Mr. Crain has been on the staffs of such papers as "The Hotel Bulletin," "The Insurance Field" and "Hospital Management." He also won some reputation as a contributor to leading printing and paper journals, among other business publications.

If you have small folding to do, such as one fold, including book covers, eight-page work, booklets, circulars, broadsides, circular letters and miscellaneous work of nearly every kind, it will pay you to investigate the Hall Drop Roll Folding Machine. Made in various sizes for small or large Printers or Binders. Our number 325 machine is having a large sale and is a money maker. Ask us about it. It will be a pleasure to explain it to you.

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The Wife Who Never Dodged Duty

George W. Tuttle

"Outrageous!" growled Merchant Brown, "the price of printing these days. Suppose it will cost me a small fortune to get this dodger printed!"

Just then a sign, "Cut Rate Printing," met his eye. In dodged Brown through dust, flies, litter and confusion. "Just want a cheap job," said he to the unshaven, unkempt young man at the desk.

"We are it," said the young man; "we'll slap her through for you in good shape."

So they did—**so they did!** Brown overheard his head clerk say to the stenographer: "Goodness, what a job of printing! Type must have come over in the ark!" "Mercy!" was the reply of the stenographer, "the type certainly looks as though it might have needed a rest on Mt. Ararat, as well as the ark. I have already counted forty-seven dodgers printed on the bias!"

"Must be a female press, to do so much work on the bias," returned the head clerk, smilingly.

Brown resembled Job in one respect—he had friends. "Where under the sun did you get this printing done?" said one caller. "Must be bargain day for printing," said another comforter; while one plain-speaking friend said: "Brown, why don't you burn 'em up?"

It was a juiceless day for Brown. Trade was poor, patrons unreasonable; even the clouds wept copiously. When Brown went home at night he grumbled about his dinner, frowned at his wife, pushed the astonished cat from her favorite chair, found fault with his party's nominations, and prophesied strikes, chaos and anarchy for the country.

The case was unparalleled—even the cat had no recollection of such treatment before. His wife was dumbfounded. Brown had always been a model husband. She must investigate; there must be trouble in the store.

Mrs. Brown was a woman of decision. At 8:30 the next morning she stood in her husband's office. She glanced about. Her eyes fell on the offending dodgers—awful example of what a job of printing should not be. "Ah," said she, "here is the peace-destroyer, the home-wrecker!" She seized the dodgers and opened the office stove. The odor of ink arose like incense. Then she faced her husband and delivered her ultimatum: "Henry," said she, "you go and get some decent dodgers printed!"

PHONE MAIN 4757

Simpson, Bevans & Co.

Electrotypers
Engravers

322 West Washington Street
CHICAGO

Such Smoothness Is Unusual In Ledger Papers

THE remarkable smoothness of Brown's is but one of the many features that make it superior to ordinary ledger papers.

Brown's is made of pure white rags No strong bleaching chemicals are used in its manufacture. It cannot discolor, stain, turn yellow or fade. Brown's, therefore, possesses a Gibraltar-like permanence that makes it invaluable for business records, leases, contracts, journals, ledgers, etc.

It pays to insist on Brown's. Poor-quality paper is apt to tear, wear badly or fade. Besides, record books made of inferior paper cost only 2 or 3% less than the same books made of Brown's Linen Ledger Papers.

Write for Brown's sample book and test these papers yourself

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Established 1850

L. L. Brown Paper Company — Adams, Mass., U. S. A.

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the help problem

can be readily solved by sending your Monotype & Linotype composition and makeup copy to our day and night trade plant

Selling Chicago printers exceptional service at all times is what keeps our plant going at top speed

OUR ESTIMATING CHART IS A ONE-LINE SPECIMEN OF TYPE SET ON MACHINE PHONE OR WRITE FOR IT

Superior

Typesetting Company
732 Federal St · Chicago
Harrison 2755 & 2756

Paper Shortage to Continue

Continued from page 24

The largest increase in new mill equipment is for the boxboard industry, and the expectation is that there will be twenty-six new boxboard machines installed before the end of 1921. The installation of machines for making book paper chiefly for publishers, is estimated at twenty new machines, with a daily capacity of approximately 780 tons. It would seem at first glance that installation of these twenty new machines would relieve the book paper situation before the end of 1921. I doubt this exceedingly, because, where will the raw material come from to keep in action these new machines? In conversation with one of the largest sulphite bond manufacturers in the United States, one who manufactures his own pulp, I asked him, why, with his convictions of a year ago he did not install another machine in his mill. The mill in question now has five machines, with a capacity of 200,000 pounds a day. He replied, that if he had another machine installed and ready to run that he would not be able to operate it, because they were then making into paper all the pulp they could produce, and he doubted their being able to run their pulp mill full time this winter, because of the wood situation. That although they had paid as high as $40.00 to $45.00 per cord for wood they were unable to get any reserve supply against the winter months. For the manufacture of writing paper there are but four new machines to be installed, which will increase the output only a small amount. These figures are significant because they illustrate the previous statements made about the probably heavy demand on the part of magazines, trade papers, newspapers and boxboard users for paper machine capacity. These facts are of further importance because they indicate the need for cooperation between the commercial printer, the paper merchant and the paper mill toward an increased volume from existing machine equipment. In order that the printer may keep his presses running to capacity, it is of the utmost importance that every possible method of economy and elimination of waste shall be employed. Further increase in the cost should be either prevented or minimized, and present prices should be stabilized at the earliest possible time.

Increase Supply 15 Per Cent by Standardization

It is of primary importance that all of us who are interested in these closely related industries shall think together and work together toward the elimination of wastage, toward the removing of lost motion caused by non-standard items of product, so that we can concentrate our machine capacity on standard sizes, weights and grades. The proper development of standardization should make possible an increase of fifteen per cent in the production of paper by existing machine equipment. I believe it would not be unwise to make standardization one of the major questions for your consideration, and I assure you that merchants and manufacturers can be found who will be glad to place at your disposal their entire organizations, their technical men to deal with technical research, and their commercial organization to deal with matters of commercial research.

To sum up this question of supply:

(1) There probably will be a very close balance during the coming year between supply and demand, and there is very small chance of the book paper

supply equaling the demand. If the book paper manufacturers contracted to furnish the publishers using book paper, the full amount the publishers are willing to contract for, the general printing trade would find itself very short of its actual needs for 1921.

(2) Demand may fall off a little for the time being, but it is almost certain to go ahead subsequently, chiefly because the service idea is now moving forward with such rapid strides. There is at present, and has been for several months, a large export tonnage being offered the manufacturers of book paper. A large amount of this tonnage is offered at higher prices f. o. b. dock in this country than the manufacturers are obtaining from domestic customers, and this business would quickly absorb any slacking of demands in domestic trade.

(3) Supply faces severe competition from other big consumers who are bidding high for machine capacity, and it is doubtful whether the new production for the industry as a whole will run as much as five per cent ahead of this year.

(4) The printers will need paper in big volume for the next twelve months. It is important for you to leave no stone unturned toward helping to increase production through standardization.

The increase in production that can be brought about through co-operation of this kind will not only help you by giving you the supply of paper you need, but will tend to keep you from reaching the point of diminishing returns where the size of the figures on your estimate makes your customer think twice before he signs the contract. We are interested in increasing volume of production through standardization because it insures not only the permanency of your business and that of the paper merchant, but it also insures continuous operation of mill equipment and enables manufacturers to keep their organization intact and eliminate labor troubles and other causes of friction, all of which is directly reflected in the value of the paper you buy and use. With the prices of the various raw materials continuing to advance, with no prospect of a decrease in price of labor, we cannot look for any reduction in the price of paper during the coming year.

We should remember that the price of paper did not advance until practically all other industries had experienced a marked advance in prices. Looking back over the past thirty years you will find this has always been the case. Paper has always been one of the last commodities to go up and has usually been one of the last to come down.

I Can Satisfy You

IF your inks give you trouble, try Grady's. His Chicago made inks will satisfy you.

ROBERT F. GRADY CO.

Mfrs. High-Grade Printing Inks

30-32 So. Clark St., Chicago : Telephone Central 5068

THE likable characters of Colonial Covers is well demonstrated in our new sample book. Various soft hued samples are shown—all appropriately printed with different inks and varying types of engravings. This sample book—yours for the asking—demonstrates the leathery pliability of Colonial Covers with their adaptability to good folding and embossing. You will appreciate the rich Oriental colors and the ripple and antique finishes so well adapted to artistic printing.

PENINSULAR PAPER COMPANY, Ypsilanti, Mich.

ARTESIAN BOND
WATERMARKED
The Business Bond

Send your order to the nearest paper merchant as listed below:

All sizes and weights in White and Blue, Pink, Goldenrod, Buff, Canary, Green, Primrose, Gray, Russet on hand at mill.

Hudson Valley Paper Co.
Albany, N. Y.

Leslie-Donahower Co.
St. Paul, Minn.
Minneapolis, Minn.

Meikle & Wood
Baltimore, Md.

Midland Paper Co.
Chicago, Ill.

Pratt Paper Co.
Des Moines, Iowa

Standard Paper Co.
Tacoma, Wash.

Sutphin Paper Co.
New York, N. Y.

MADE BY
Whiting-Plover Paper Company
STEVENS POINT, WIS.
Sales Office: MENASHA, WIS.

Kreber Heads Electrotypers; Many Attend Annual Convention

Electrotypers from all over the United States and Canada, to the number of 150, gathered at Menasha, Wis., on September 9, 10 and 11 for the twenty-third annual convention of the International Association of Electrotypers.

The following officers were elected for the year 1920-21: President, F. W. Kreber, Columbus, Ohio; vice-president, Alfred Flower, New York; second vice-president, Charles Hirt, Toronto, Canada, and secretary-treasurer, Emil Gratz, Pittsburgh. Frank Fryer, of New York, remains field secretary and A. D. Robrahn, Chicago, executive secretary.

The program was as follows:

Thursday Morning, September 9

Registration—Members and visitors.
Opening Remarks and Introduction of Mayor by President Menasha Chamber of Commerce..L. W. Claybourn
Address of Welcome.....Mayor T. E. McGillan
Address of Welcome.....Rev. G. A. Clifford
Presentation of Mallet and Planer to.....W. T. Timmons
Response to Welcome.....A. D. Robrahn
Response to Welcome.....F. W. Kreber
Appointments of Committees, Reports of Officers, Announcements, Reading of Communication, Report of Executive Committee, Adjournment.

Thursday Afternoon

Membership Committee Report.....G. P. Wilson
Growth of Industry.....George H. Benedict
Co-operative Advancement.....Edwin Flower
District Organizations.....George P. Blackford
Trade Customs Committee Report.....W. T. Berdan
Ownership of Chases.....F. W. Schroeder
Uniform Classification of Work.....F. W. Booth
Discounts.....A. G. Johnson
Advertising Electros.....C. Cornelius
Revival of Stereotyping.....J. T. Buntin
Standard Order Blanks.....E. J. G. Gratz
Profit Sharing.....H. Adzit
Cost Committee Report.....W. A. Smith
The Carrying Charge.....Charles J. Thomson
Benefits of Cost Knowledge.....Willard Scott
A Standard Questionnaire.....Joseph Dorsey
Collective Buying.....Geo. E. Fleig
Private Plants.....H. A. Kraft
Scale Committee Report.....F. Knipschild
Uniform Side Notes.....A. H. Koehler
Responsibilities.....Fred W. Gage
Publicity in Bulletin.....Frank D. Fryer
Allied Co-education.....H. B. Hatch
Auto ride, entire convention with ladies, 3:00 p. m. sharp.

Thursday Evening

7:00 to 8:30—Band concert and parade.
Visiting ladies entertained by resident ladies at Menasha club rooms.
9:00—Men's Stag—Athletic program at gymnasium of the Menasha Printing and Carton Co. (Electrotypers' headquarters.)

Friday Morning, September 10

Research Committee Report.....E. A. Raisbeck
Salvage of Waste.....A. Flower
Hygienic Foundries.....W. J. Onink, Jr.

DAYTON AND OSWEGO
SEYBOLD
CUTTING MACHINES
MACHINERY FOR PRINTERS, BOOKBINDERS
LITHOGRAPHERS, PAPER MILLS
THE SEYBOLD MACHINE COMPANY
DAYTON, OHIO
BRANCHES: NEW YORK, CHICAGO, ATLANTA, DALLAS
SAN FRANCISCO, LONDON, PARIS, LYONS, STOCKHOLM
HAVANA, BUENOS AIRES, TORONTO, WINNIPEG

Safety Devices.....R. F. Nuzum
A Model Plant.....H. M. Blaetz
Possibilities.....E. W. Huguely
The Plate of the Future.....L. W. Claybourn
Experiments at Bureau of Standards.....Dr. W. Blum
Labor Committee Report.....Wm. B. Jones
Elimination of Classification.....John J. Foy
International Contracts.....E. R. Drach
Responsibility of Organizations.....Tom P. Thornton
Premium Wage and Bonus.....Chas. Deye
Relations Between Employers and Employes..James J. Freel
Pres. International Stereotypers' & Electrotypers' Union
Joint Conference.....H. B. Hatch
High Wage vs. Contentment.....H. J. Hinkamp
Industrial Relations.....F. A. Silcox
Director Dept. Industrial Relations, U. T. A.
Allied Co-operation.....Adolph Schuetz
President American Association of Photo-Engravers.
Team Work.....J. Clyde Oswald
Editor "The American Printer"

Friday Afternoon

Visit and inspection of plant of Menasha Printing & Carton Company, and joint discussion at Convention Headquarters.
Visiting ladies entertained by Mrs. G. S. Gaylord at her home, Neenah.
Boat ride from Menasha dock to Oshkosh, sixteen miles on Lake Winnebago.
Banquet at Oshkosh Yacht Club at 7:00 p. m., followed by music and dancing.

Saturday Morning

Report of Auditing Committee.
Moulding Compounds.....C. H. McClure
Chemist, Menasha Printing & Carton Co.
Straws on Streams.....H. B. Hatch
International Quarters.....F. D. Fryer
Report of Nominating Committee.
Election of Officers.
Resolutions, Recommendations and Endorsements.
Enrollment of Lifters.
Round Robin.
Adjournment.

Harris & Walker

Bookbinders

Announce the enlargement of their plant at

167 West Monroe St., Chicago

to double its former size with additional machinery which now enables them to take better care of YOUR needs in finishing and specialty work.

Telephone Franklin 2101

Fits the Hand

A Favorite From Coast to Coast

The
"Success" Benzine Can

THIS benzine can has been on the market twenty-five years, and is still going strong. It is now made entirely of brass with all earmarks of good workmanship. In daily use in thousands of factories, tailor shops and many other industries where a handy and well made benzine container is required.

MADE IN TWO SIZES
Pints and Quarts

IN STOCK AT ALL SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY

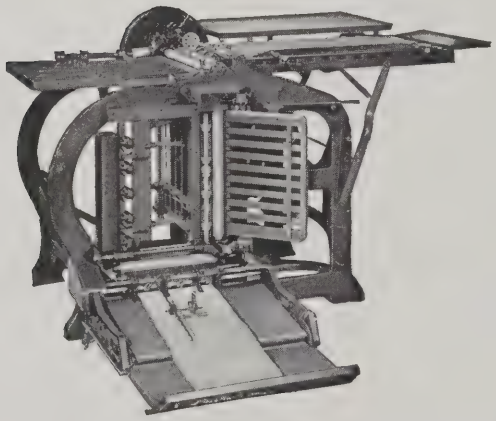
What You May Expect

of

The Model "B" Cleveland Folder

EFFICIENCY ECONOMY
SPEED VERSATILITY
ACCURACY

We have a book that explains why the "CLEVELAND" is the ideal folder. Write for your copy



The CLEVELAND Folding Machine Co.

GENERAL OFFICES AND FACTORY: CLEVELAND

Aeolian Building, New York
The Bourse, Philadelphia
161 Devonshire Street, Boston
532 S. Clark Street, Chicago

The Manufacture and Sale of Cleveland Folding Machines in Canada, Newfoundland, and all Countries in the Eastern Hemisphere is controlled by the Toronto Type Foundry Co., Limited, Toronto, Ont., Canada

'Twas Ever Thus

George Seton Thompson, of Chicago, sent us the following poem, the manuscript of which has been in his possession for almost fifty years. The author is unknown. The picture is a true one—a romantic one, if you will—but one which is fading rapidly from view, thanks to the fact that Mr. Printer has added two initials to his name. He is now Mr. B. M. Printer—Business Man Printer.

The Printer

The printer leads a happy life,
He works both night and day;
And spends his hours in usefulness,
While others sleep and play.
As cheerful as a galley slave
He toils his life away.

His pockets always are well-lined
With "nothing much" inside;
And as he's not a millionaire,
He has not any pride.
He needs but little here below—
And little's not denied.

From sunny morn till dewy eve,
He jogs along his way;
Rebuffs he takes for compliments,
And almost "nix" for pay.
He seems a sort of "happy cuss,"
On whom the people prey.

To love his neighbor as himself,
Has always been his plan;
And when he's socially inclined,
He goes to "see a man,"
And in a philanthropic way
Shakes "Old Tom" by the hand.

When age creeps on him and he finds
His brow with furrows bent,
He meets with sympathizing friends
Who do not care a cent
In what way his existence ends,
Or howsoe'er 'twas spent.

His life he gives for other's good,
And, though it might seem funny,
He lives on bitters all his days,
Instead of milk and honey;
And dies beloved by every man
Who ever owed him money.

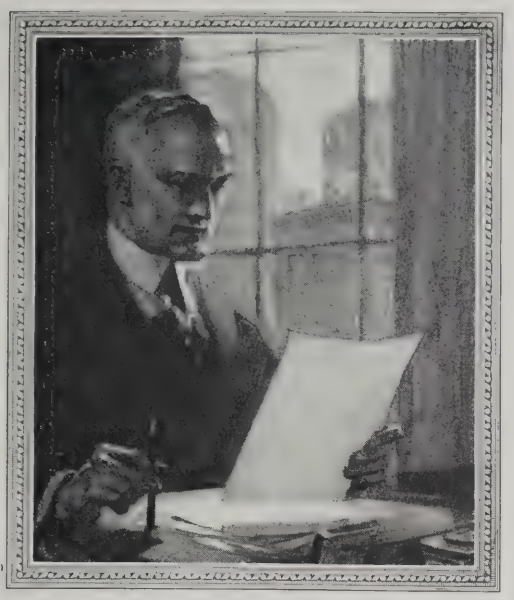
To get his life insured, in life
He very often tried;
But, as he couldn't raise the stamps,
He ne'er was gratified.
His epitaph was written thus:
"He lived and moved and died."

Howard Paper Co. Increases Service

Frequent conferences are being held by the executives of the Howard Paper Company, Urbana, Ohio, for the purpose of giving customers of this popular firm better service. Every effort is being made by the company to make quick and efficient delivery during the present heavy demand for paper.

Discovered!!

A recent newpaper heading declares: "Dry Agents Discover Camouflaged Still—Canvas Entrance to Cave Looks Like Shrubbery." We have been wondering ever since the war what had become of the Camoufleurs—now we know.



The Paper of Known Substantial Value

CONSTRUCTION BOND

Construction Bond is probably the most widely sold high-grade bond paper in the country. It is on sale in over 240 of the principal cities of North America by one or more of the most responsible printers and lithographers. The widely known intrinsic value of the paper and its easy salability make Construction Bond the logical paper for you to recommend to consumers of business stationery in your community.

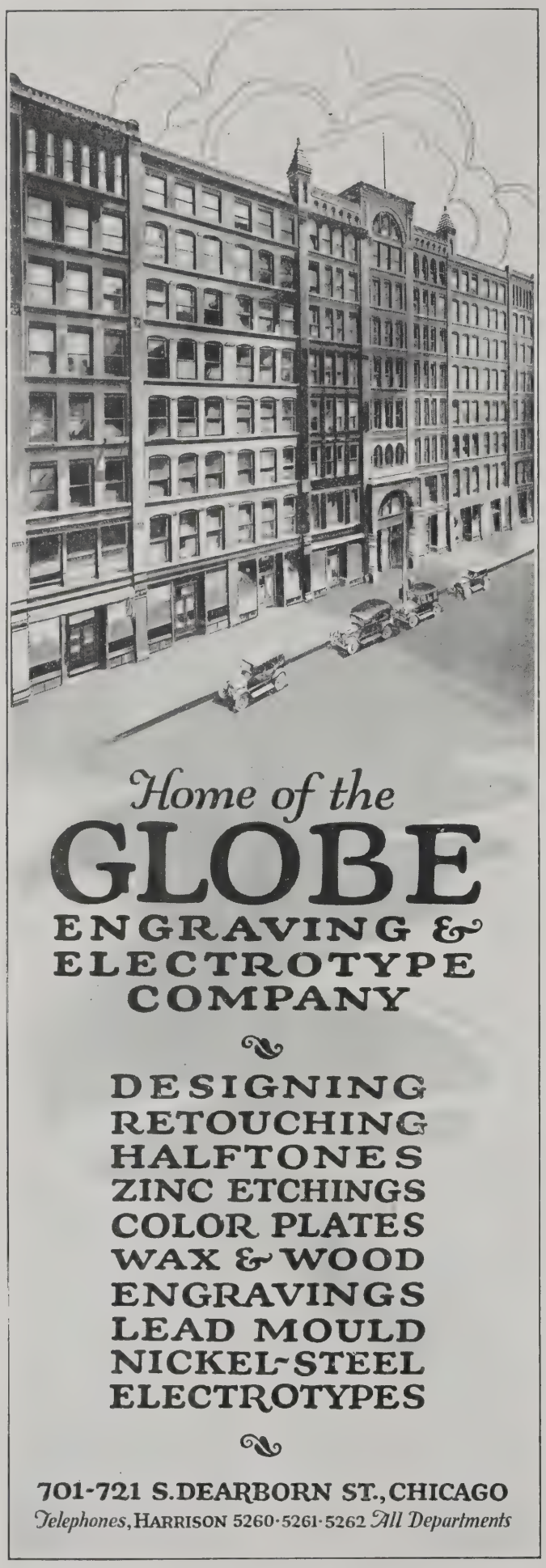
STOCKED IN MEDIUM, PLATE, LINEN AND ANTIQUE FINISHES
WHITE AND SIX COLORS *ENVELOPES TO MATCH*

The *minimum quantity* for which we accept orders for delivery to freight depots is *500 lbs.*, the equivalent of one case, which may be *assorted if desired in any manner not requiring the breaking of a ream package.* An order may call for *any quantity* in excess of 500 lbs. and for any *number* of different sizes, weights and colors in the grade. Orders *not* complying with these conditions will be *held for further instructions.*

This method of distribution is not only economical and in the interest of the larger buyers who carry bond papers in stock, but it also automatically confines the sale of Construction Bond to the larger and more responsible members of the printing and lithographing trades.

SAMPLES AND DELIVERED PRICES ON REQUEST

W. E. Wroe & Co. [3630-3634 Iron Street CHICAGO, ILLINOIS]



Our National Taxation

Continued from page 29

I have given some thought to a plan that might embrace a government budget system and that would contemplate the placing of a tax on the major industries of the country, possibly giving individual consideration to each industry and a system of taxation for miscellaneous industries, first considering the amount of the tax now derived from other accepted sources.

For example, our industry stands about fourth on the list of the major industries of the United States. The amount of our business each year is readily ascertainable. It may be greater some years than others, but the variation is slight and unimportant. So it is with all the others.

I do not mean that the printing business should pay one-fourth of the total amount of income needed by the government. What I do mean is this: The government needs a certain amount of money each year in order to exist and reasonably reduce our public debt. It has several ways of getting this money, one of which is through an income tax. In the plan of distributing the tax we can find the amount to be borne by the major industries, and in turn the amount to be paid by our industry. Under such an arrangement our organization representing the printing industry, as well as other business organizations, could co-operate with the government to a much larger extent than it does or can do under the present system.

It seems to me, however, that the above suggestions are of value when we are looking for a plan that will enlist the interest of people generally and will help to put the government in a position where it will secure co-operation and sympathy rather than the opposite. I think it is apparent to all that the relation between the taxpayer and the government is not satisfactory; that quite a dent has been placed in the former loyal and co-operative attitude of the tax-paying public. This is not the fault of the taxpayers nor our system of government; it is the fault of the law and the executive administration of the law.

Should a provision, such as I have suggested, be viewed by some authorities as not absolutely equitable or just in all cases, would it not be better to sacrifice some nice points of justice if by doing so we could substitute simplicity and clearness with a reasonable degree of fairness. Possibly a government department could exist to adjust occasional inequalities and thereby remove objection to this plan. The taxpayer has a right to know why he is paying his tax. He cannot be expected to pay it cheerfully or with good grace unless he has a complete understanding.

Present Law Causes Over-Equipment

Allow me to call your attention to another unfavorable effect on the printing industry caused by excess taxes. We either all now know or by investigation can learn that excess profit taxes have brought the printing industry the past year or two an abnormal amount of advertising and printing. This unusual amount of printing has influenced many printers to add equipment to their plants beyond any average need or reasonable growth. We may be agreeably surprised to discover in the final analysis that there has been no over-equipment. I hope so; but a thorough consideration of this question leads to

Continued on page 78

THE WHITAKER PAPER CO
SERVICE

THE
WHITAKER PAPER
COMPANY
Home Office
CINCINNATI, OHIO

DIVISIONAL HOUSES
Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, O., Indianapolis, New York, Pittsburgh.

BRANCH HOUSES
Birmingham, Columbus, Richmond.

SALES OFFICES
Akron, Buffalo, Cleveland, Colorado Springs, Kansas City, Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence, Salt Lake City, St. Louis, Milwaukee, New Orleans, Washington, D. C., Phoenix, Ariz., Minneapolis.

More Significant than Fanciful

A WATER-MARK on a sheet of bond paper may mean much or little; it may merely be a trade-mark or it may be both a trade-mark and a designation of definite, standardized value, as in the case of

WORTHMORE BOND

MADE IN U. S. A.

Nothing fanciful is *that* water-mark! It is a plain, unadorned and unqualified designation of more than ordinary worth, in a sheet that has invited comparison for almost a generation.

White and colors; sizes and weights to meet market requirements. Envelopes and ruled headings in stock.

Catalog and Display Job Composition and Makeup

7 **SEVEN MACHINES—a Model 20,** the only one in a trade plant in Chicago, **four multiples, a Ludlow, an Elrod Slug and Rule Caster,** the most perfect copy marking system, excellent makeup, and the best shop organization in the Middle West. That is the combination that makes real display composition—the only kind we produce. 7

We machine set type from 5 to 60 point. We do not print.

LINO-TABLER
RULE-AND-FIGURE AND RULED-BLANK COMPOSITION

We produce better Lino-Tabler forms than any other trade plant in Chicago because we do not use linotype rules and spacing material. Our forms are solid—weigh one-third more than lino material—and will not shrink in lockup.

PROMPT SERVICE—AUTOMOBILE DELIVERY

ENGLEWOOD TYPE SETTING CO.

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Frontier Bond

A Moderately Priced Pole Dried Bond Paper of Distinctive Value

LA SALLE PAPER CO.

171-173 N. DEARBORN ST.

CHICAGO

Telephone Randolph 3640

We Specialize in Bonds and Ledgers

Our National Taxation

Continued from page 76

the conclusion that the printing industry will, to its sorrow, find itself over-equipped. In my judgment the prudent man will not be misled by the artificial influences effecting the present volume of printing and continue to buy machinery, but will consider the facts and be conservative in the purchase of additional equipment and printing material.

It is a question whether the theory of a tax on income is sound on account of inability to correctly find and justly apply it. The experienced business man knows that net available income is not easily and readily determined.

Of all the remedies that have been proposed for the present difficulties, no plan has received so much general support as the gross sales, or turnover tax. This plan has the endorsement and approval of many of the leading men throughout the country. It is reasonably fair in its workings and easily applicable in practice. The burden of such a tax will not be borne by a few, while others escape, but it would have to be paid by all. Under such a system a person of small means would be paying his share of government expense as would the man of large means.

Opponents of the sales tax have said it will not secure sufficient revenue. As a matter of fact, authorities say it could be made to secure more than is secured under the present law.

The present plan would probably be retained, with modifications as to specific exemptions; for instance, giving a married man or head of a family a larger allowance than he now has, and also increasing the exemption as to dependents. These exemptions have been variously suggested as $2,000.00 to $3,000.00 for a single person, and $3,500.00 to $5,000.00 for the head of a family.

Some of the reasons urged in favor of a sales tax are as follows:

1. It can be fairly distributed over the masses and through the years so as not to be burdensome.
2. It would be a reasonably just, certain and adequate source of revenue.
3. It would reach many who should pay taxes, but who now escape them.
4. It would be definite and easily ascertainable.
5. It could be collected monthly or quarterly.
6. A profits tax is unproductive during a period of depression, while a gross sales tax would be reasonably certain at all times.
7. It would be reasonably fair to all lines of business.

Sales Tax More Simple

The general merit of the gross sales provision lies in the tremendous gain it would make for simplicity. We would do away, to a large degree, with the expenses which have been incurred heretofore in the collecting of the tax. We would save much in experts' fees. There would also be a great saving in time. The high cost of living, which has been greatly augmented by the effects of the present system, as suggested above, would be materially lowered.

The solution or, rather, consideration, of our tax problems does not alone rest in removing the excess profits tax, nor simplifying the present income tax, nor squaring government accounting with business accounting, nor changing to a sales tax, nor having a sales and also an income tax, which would only

multiply our troubles; nor possibly is there any other principle or method of taxation that will relieve sufficiently if the government persists in levying and the business men are obliged to pay really excess taxes. If an equitable way can be found to reduce the present high taxes, would it not be good economics and sound financing to reduce them? This thought leads us to consideration of the question of refunding our national debt. Is it good financing or fair to this generation to oppressively tax it to reduce the government debt beyond any reasonable right of the next generation to expect? Is not our government possibly attempting to pay its obligations faster than good judgment and sound financing warrant? Think of the development of our resources and property, the results of labor, that will be left by us to the next generation. Will not the next generation owe a debt of gratitude to the present, and should it not also, in a material way, be willing with us to pay the debt?

Experienced, successful business men know that in financing a business, an indebtedness cannot without great disturbance, be incurred beyond the average earning power of the industry of which it is a member. Is not our government ignoring proven principles of finance and economics by levying such enormous taxes and in trying to pay its obligations so fast?

Refunding the national debt over a period of from fifty to one hundred years, or such a period of time as the study of the subject determines, and at a rate of interest in keeping with normal new conditions of civilization, has been advocated by good authorities, and in my judgment deserves more than passing consideration.

A. Heumos A. Charleston M. Heumos

Printers' Machine Works

MACHINERY REBUILT
ERECTED or REMOVED

Experimental Work to Order

PRINTERS' SAWS RELIANCE CUTTERS
GORDON FEEDERS MODEL INK FOUNTAINS

130-132 S. Clinton St., CHICAGO
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GOOD ELECTROTYPES

Require Less Make-Ready Than Inferior Plates

PRINT BETTER AND LAST LONGER.
CALL AND SEE US, WRITE OR PHONE

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ELECTROTYPERS

725 South La Salle Street, Chicago
Phone Harrison 7185

The Lucky Home of the Envelope

We get up as near the angels as we can, but sometimes the angels leave us for awhile. We go right along and make the best of it—also the

Best of Envelopes

for every purpose and that means a great many varieties. We get more experience every day, for we never wish to stop growing in some direction, and our aim is to put the same spirit into business that a good ball player puts into his game—the same enthusiasm as well for complete triumph.

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Carried in stock, white and six colors, all sizes and weights. Colors stocked in No. 16 and No. 20 substance, 22x34, 24x38 and 28x34.

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Our special equipment not only insures this, but also prompt deliveries on all orders.

For years we have specialized as

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CUT-OUTS
FOR THE
LITHOGRAPHIC AND PRINTING TRADE

How well we have succeeded is attested by the growth of our business.

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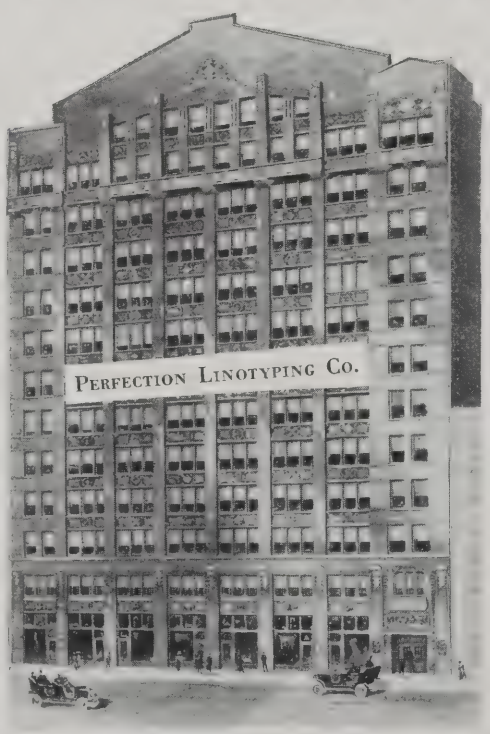
The Perfection Linotyping Co.
Complete Service
to Printers



Seventh Floor—Franklin Building
720 South Dearborn St., Chicago, Ill.

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LUDLOW : MONOTYPE
COMPOSITION

MAKEUP MATERIAL

Our Large Modern Plant and Force of Skilled Craftsmen Guarantees
Quality—Service

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"---when a bond paper enters into competition with the many brands long established in this market and breaks in as Resource Bond has done, it *must* be a good value. *Try it!*"

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Sold by Great Lakes

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CHICAGO

Fred C. Laukert

BOOK BINDER
and PAPER RULER

is always on the job to give you service — and the quality of his work speaks for itself.

Telephone:
Harrison 5719

712 Federal Street
CHICAGO

For the Service Printer

(Continued from page 33)

our quotations. Let us be the first to call for specifications and then let us promptly compute our estimate. It may be necessary to consult with our artist, our engraver and our paper merchant, but let us do these things immediately. No verbal quotation or hasty memorandum will do for us, either.

We shall type our quotation out neatly, making the specifications clear and intelligible and quoting our price frankly and boldly, including the clause that it is contingent upon our ability to obtain the stock figured on and at present prices. Instead of waiting for the slow and uncertain postal service to carry our quotation, let us send it promptly by our own messenger. If the client is located at any great distance from us and we feel obliged to mail it, we can send it via special delivery—actually at less cost than a boy's trip.

Our prospect may not be in need of the price immediately and may not expect it, but our quick response is immediate evidence of the service we offer. In short, we'll start off by proving that we keep our "Light so shining a little in front of the rest."

Perhaps our client's specifications are a bit vague —we can aid him in determining his wants. We can make up dummies as follows, for example:

One with 32 pages, 6x9, with flush cover.

One with 32 pages with extension cover.

One with 32 pages with extension cover and with a fly of the same stock as the cover but in a lighter weight.

Let him have our quotation on all three forms with the dummies and he can more readily decide which he wants most and can best afford.

A Day's Run of Stock

Within the Feeder's Reach

Result:
1,000 More Impressions a Day—at Least.
An Increase Worth While.

THE ROUSE PAPER-LIFT

saves the time the pressfeeder ordinarily spends in obtaining new lifts of stock from the floor.

Complete information in booklet, "Rouse Handling vs. Man-Handling," sent free upon request to

H. B. ROUSE & COMPANY

2214 Ward Street, CHICAGO

For the Service Printer

(Continued from opposite page)

The instinctively economical buyer or the advertising man without actual authority (and there are heaps of them) hesitates on the use of a second color, or a fly leaf, hand lettered heads, embossed covers, margined illustrations or any one or more of the numerous bits of distinction which enhance the sales power of a booklet or catalog.

By preparing dummies, sketches or samples illustrating and suggesting these points, you have far greater opportunity, not alone of being awarded the order, but of making a bigger order for yourself and a more resultful job for your prospect. You may **talk** a long time to the economical fellow who has worked along with his one color job, or to the held-down advertising manager, and achieve no results. But when you materialize the idea before the eyes of the first type or provide the second with something attractive and attention-compelling to show his chief, you are on the way to selling the better job.

To be sure, a certain portion of your expenditures will fail, but a goodly portion will succeed. You will take more orders and they will be better orders, and better orders are what we are seeking. It is better business as well, to put the selling expense into going after and getting four of ten possibilities on a constructive basis which adds to the value of the printing volume as a whole, than to put the selling expense into frantic efforts at obtaining your four of forty possibilities of a restricting and routine grade of work. The man you sell on a price basis will prove fickle. The man you sell because you offered something better, will remember you.

When a new line of cover stock is brought to your attention, show it to every probable and possible user.

When some good direct advertising idea is revealed to you, tell your clients.

If your clients issue house organs, encourage exchange of copies. Let one customer know the other.

Encourage clients to call on you at your plant and introduce them to your firm and each other. You have nothing to conceal and if you are giving every client a square deal they cannot exchange anything but good opinions of you.

Editors' Daughter Married

E. G. Gress, editor American Printer, announces the marriage of his daughter, Evelyn May, to Herbert Hammersley, which took place August 31. After October 23, Mr. and Mrs. Hammersley will be at home at 8903 Lyosset street, Woodhaven, N. Y.

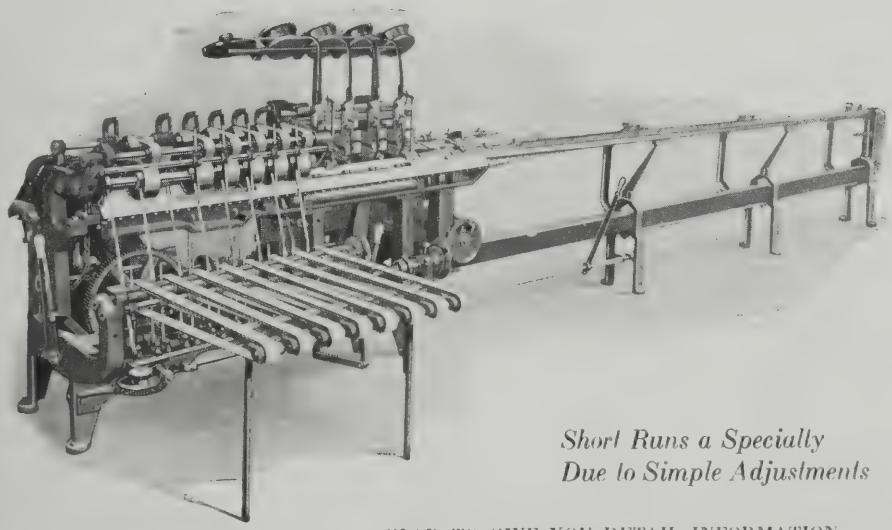
You Know and We Know

that you must get the attention of anyone you want to talk to. The copyrighted Herrick Cuts arrest the eye and so the first step is taken. Find out about them from the owners, six books for 25c with a refund on first order.

SCHROEDER BROS. COMPANY
ELECTROTYPERS AND NICKELTYPERS
120-124 WEST POLK ST., CHICAGO PHONE HARRISON 6062

Christensen Stitcher Feeding Machine

This is a Proven 100% Success on All Kinds of Work



Short Runs a Specially Due to Simple Adjustments

Let us prove to your own satisfaction that inserting can be done direct into machine and thereby reduce your labor cost on inserting and wire stitching ONE-HALF

ANY NUMBER OF STITCHERS CAN BE USED

Backed by 15 years' stitcher feeder experience.

GLAD TO GIVE YOU DETAIL INFORMATION

CHRISTENSEN MACHINE COMPANY

RACINE, WISCONSIN

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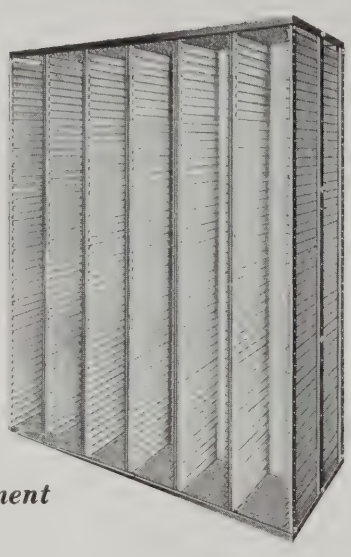
SOUTHERN AGENTS—J. H. Schroeter & Bros., 133-135-137 Central Ave., Atlanta, Ga.
CHICAGO OFFICE—Room 469-471 Transportation Bldg., 609 So. Dearborn St., Chicago, Ill.

CONSERVE FLOOR SPACE

and Save Steps



This steel galley cabinet occupies 27x59 inches and holds 600 galleys 9x13.

Just the Cabinet for the Catalog Department

We Build Storage Cabinets to order that will fill your requirements, conserve floor space, and cost little more than the cumbersome wood goods.

Chicago Metal Mfg. Co.

313 South Clinton Street

The Money Saving Service

Specializes in Print Shop Appraisements

Useful in

Accountancy, Cost System and Insurance

Now is the time to purchase as

Summer Rates Are Now On

We also make

Special Club Rates

WRITE US

Lloyds Appraisal Company

Transportation Bldg. CHICAGO

BRANCHES

DES MOINES, DETROIT, CLEVELAND, MEMPHIS PITTSBURGH AND ST. LOUIS

McCarthy Heads I. T. C. A.

(Continued from page 30)

Harrold, St. Louis Typesetting Co., St. Louis; Denham Harte, S-K-H Typesetting Co., Chicago; Wm. C. Hollister, Champlin Law Printing Co., Chicago; J. M. Hogan, Hogan-Tryon Co., Omaha; A. O. Jennings, New York; Willis E. Johnson, Peoria Typesettting Co., Peoria; Walter S. Johnston, Johnston Typesetting Co., Kansas City; C. C. Knight, Knight Printing Co., St. Louis; Geo. T. Lord, New York Monotype Composition Co., New York; Kimball A. Loring, Machine Composition Co., Boston; Henry A. Laidlaw, Laidlaw-Smith Typesetting Co., Newark; E. G. Masengarb, City Linotype Co., Omaha; Starr M. Miner, Englewood Typesetting Co., Chicago; Judge M. Miner, Quality Typo Co., Chicago; W. D. Meek, Success Linotype Composition Co., Des Moines; E. J. McCarthy, Smith-McCarthy Co., Chicago; D. W. Mathews, Mathews Typesetting Co., Chicago; Joseph B. Mueller, Monotype Typesetting & Foundry Co., St. Louis; Charles Meyer, St. Louis Typesetting Co., St. Louis; Chas. E. Phelps, Brown & Phelps Co., Minneapolis; Chris Petersen, Petersen Typesetting Co., Lincoln; L. W. Petty, Zimmerman-Petty Linotyping Co., St. Louis; Wm. Patrick, Linotype Composition Co., Newark; James L. Stewart, James L. Stewart Co., Pittsburgh; Daniel D. Scott, Scott Linotyping Co., Boston; R. H. Stull, Stull-Smith Typesetting Co., St. Joseph; Chas. G. Seebers, Standard Composition Co., Detroit; Nelson Stinson, Nelson Stinson, Inc., New York City; George H. Smell, S. Kelly Typesetting Co., Cleveland; W. C. Schroder, Northwestern Metal Mfg. Co., Minneapolis; Geo. C. Thomas, The Thomas-Superior Co., Cleveland; O. E. Thomas, Thomas-Superior Co., Cleveland; Cecil H. Wrightson, Boston; J. E. Walkup, J. E. Walkup Linotype Co., Minneapolis; Lee Winston, Monotype Typesetting & Foundry Co., St. Louis; John T. Wentz, Crescent City Linotyping Co., Ltd., New Orleans; H. I. Wombacher, Standard Typesetting Co., Chicago.

New I. T. C. A. Committees

Membership

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Costs and Price Lists

G. L. Garand, Detroit; H. I. Wombacher, Chicago; Charles F. Goodfriend, New York; B. A. Baarlaer, Cincinnati; J. T. Fuhman, Jr., Pittsburgh.

Machine Men Make Merry

Capping the climax of the week for International Trade Composition Association members, was the banquet held Wednesday evening, September 15, at the American Annex Hotel. Over 150 members and guests with their wives and families sat down at the well-filled tables to partake of real St. Louis cooking, which included chicken with all the trimmin's. After all had made themselves comfortable, including the shedding of coats, and after all had eaten as much as it was humanly possible to eat, President E. J. McCarthy introduced Raleigh Sisson, of St. Louis, as the toastmaster. Mr. Sisson immediately returned the job to Mr. McCarthy.

Perhaps the most important thing—at least it showed the sentiment of the association—was the presentation of a valuable gold watch and charm to Mr. McCarthy and a traveling bag and complete traveling outfit to Mrs. McCarthy, in appreciation of what both have done for the industry during the past year.

After speeches by John Clyde Oswald, Mr. McCarthy, R. W. Van Valer, secretary at St. Louis, and C. C. Means, secretary at Chicago, not to forget Henry Allen of Kansas City, the floor was cleared for dancing, which continued late into the night.

The committee in charge of arrangements for the affair was composed of E. W. Harrold, chairman; Joe Miller, Harry Winsby, A. E. Gross, W. H. Springett, L. W. Petty, C. C. Knight, Lee Winston, Charles Meyer, E. M. Zimmerman, R. E. Sisson and W. C. Kilper.

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IPCO BRAND

LARGEST DISTRIBUTORS OF

Lightweight Papers
Embossed Papers

Also carry a general line of papers in stock including

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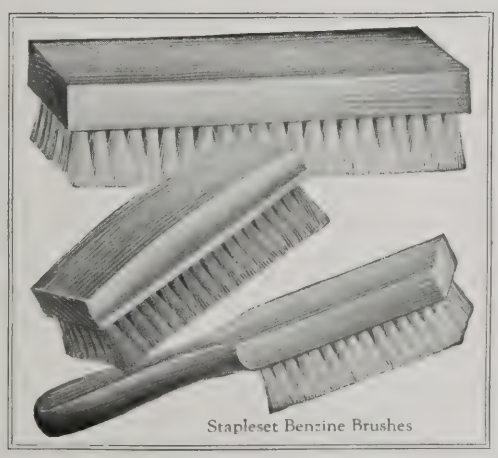
WRITINGS : LEDGERS

Telephone Wabash 3342

620 South Wabash Ave.
CHICAGO

Each Tuft of Bristles Fastened With a Staple

Stapleset TRADE MARK Benzine Brushes


Stapleset Benzine Brushes

REGULAR BENZINE BRUSHES are made in four sizes, Nos. 15, 20, 25 and 30. Size No. 20 is 2½x7¾ inches. The Oval-Back Benzine Brushes are 5⅛x2¼ inches. No. 1 has long and No. 2 has short bristles. The Perfection Benzine Brush is 5x2⅛ inches, and is made with ten rows of pure China bristles. No. 2A with handle has a 4-inch brush.

The Sign of Quality Stapleset Stamped on Each Brush

Send for illustrated circular "EVERYDAY NECESSITIES FOR THE PRINTING OFFICE," showing a full line of brushes and other printing accessories

IN STOCK AT ALL SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY

Printing Machinery

New and Used Machinery for
Printers - Newspapers - Folding Box Manufacturers

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215-23 West
Congress Street

Shop Phone
Harrison 1474

Examine Our Line of
New and Used Machinery
and Outfits

- Cylinder Presses Two-Rev. and Drum
- Platen Presses
- Automatic Presses
- Lee 2-Rev. Presses
- Proof Presses
- Bag Presses
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- Flat Cutters and Creasers
- Folders
- Stitchers
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MACHINERY CO.
A. F. WANNER PROP.
714-16 S. DEARBORN ST., CHICAGO, ILL.

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HARRISON 6888,
6889

American Highest Jumper

Richmond W. Lander, an American, leaped 6 ft. $4\frac{1}{5}$ in. from the ground, thus beating all previous records in the Olympic games.

At the same time our Domestic and Foreign sales of Printing, Litho-offset, Carton and Fabric Printing Inks jumped above all previous records. And for three reasons:

The quality is standardized
The prices are always right
The Service is unsurpassed

Write, wire, phone, call; Offices in Principal Cities

Sinclair & Valentine Co.

NEW YORK, 605-611 West 129th Street
CHICAGO, 718 South Clark Street
Phone Harrison 2149

BOSTON, 516 Atlantic Ave.
PHILADELPHIA, 1106 Vine St.
BALTIMORE, 312 N. Holliday St.
CLEVELAND, 321 Frankfort Ave.
MONTREAL, 46 Alexander Ave.
WINNIPEG, 173 McDermott Ave.
ST. LOUIS, 101-103 S. Seventh St.
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NEW ORLEANS, 425 Gravier St.
TORONTO, 233 Richmond St., W.
ALBANY, BUFFALO
And other cities

Factories: NEW YORK, NEW JERSEY, CANADA

Solving Labor Problems With Industrial Insurance

(Concluded from page 25)

The practical operation of the industrial insurance plan assures labor of fair treatment because each policy issued contains a cancellation clause which must be used if the employer does not give his workers their due.

The reason why enforcement of this clause is certain, is the fact that the company proposing this kind of insurance is a mutual one in which all policy holders share in the profits and losses. In other words, no reactionary can be admitted as a member of the association because his tendencies would mean financial loss to the other subscribers.

The plan provides for the scientific solution of the problems faced by thousands of fair-minded employers every day. In practice it covers the loss incident to a strike which has been brought about by the excessive demands of the employes in any particular company or plant. There are twenty-one Industrial or Regional Divisions in the United States, each division having its own board of control, composed of five employers. The chairman of these twenty-one regional boards compose the board of directors of the company. The local boards handle all local problems and each has a paid secretary whose duty it is to compile data on living costs, wage scales and working conditions. This gives the local boards and the general board the opportunity of meeting organized labor with facts, warranting or not warranting the granting of demands.

The concern involved in the difficulty has to make the final decision, but should this decision seem unfair to the insurance company, the latter has the right to cancel the policy of the offender. If a strike results from the refusal of the insured to grant just demands, the insurance company is compelled to pay the loss, but cancels the policy and permanently disbars the company from membership.

The rates of one company which is now operating successfully—successfully because it has prevented 75 per cent of the strikes which have so far threatened its members—vary according to the industry and locality, from sixty cents on $100 of fixed charges and net profits to three dollars on the same amount.

The plan operates as follows: A company having $300,000 of fixed charges and profits would be covered for 80 per cent of the full amount. For each day the company fails to operate it would be paid one-three hundredth of $240.00.

When an employer can be assured that he will suffer no loss he can meet labor fearlessly. He can meet it on equal ground and make any decision he wishes to make, providing it is just. Industrial insurance means the emancipation of the employer. Is it any wonder then, that the idea is being endorsed by capital on every side and in every industry?

Don't Miss It

The printing exhibit, direct from the U. T. A. convention in St. Louis, opened at the Chicago Art Institute September 22 and will continue until September 30, when it will be taken east. The exhibit is well worth seeing and will furnish many valuable ideas to the printer who is ever looking for something new and something better.

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"The Rag-content Loft-dried Paper at the Reasonable Price"

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ALBANY.....W. H. Smith Paper Corporation
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CHICAGO.....Swigart Paper Company
The Paper Mills' Company
CINCINNATI.....The Chatfield & Woods Company
CLEVELAND.....The Union Paper & Twine Company
DES MOINES.....Pratt Paper Company
DETROIT.....The Union Paper & Twine Company
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NEW HAVEN.....The A. Storrs & Bement Company
NEW YORK.....J. E. Linde Paper Company
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PITTSBURGH.....General Paper and Cordage Company
PORTLAND, ME.....C. H. Robinson Company
PORTLAND, ORE.....Blake, McFall Company
RICHMOND.....Virginia Paper Company
SALT LAKE CITY.....Carpenter Paper Company of Utah
SAN FRANCISCO.....Blake, Moffit & Towne
SEATTLE.....American Paper Company
SPOKANE.....Spokane Paper and Stationery Company
SPRINGFIELD, MASS.....The Paper House of N. E.
ST. LOUIS.....Beacon Paper Company
ST. PAUL.....E. J. Stilwell Paper Company
TACOMA.....Tacoma Paper and Stationery Company
WASHINGTON.....R. P. Andrews Paper Company
WINNIPEG, MANITOBA, CAN.....The Barkwell Paper Co.
EXPORT.....A. M. Capen's Sons, Inc., New York
W. C. Powers Company, Ltd., London, England
ENVELOPES..United States Envelope Co., Springfield, Mass.

NO matter where your plant is located, there is a SYSTEMS BOND distributor within easy reach. Any of the paper merchants listed in the opposite column will give your inquiries prompt, careful attention.

A request to any of the distributors, or to us, will bring a copy of the new SYSTEMS BOND sample book. If you have not received one, send for it today.

EASTERN MANUFACTURING COMPANY

General Sales Offices: 501 FIFTH AVENUE, NEW YORK

Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO

Complete Service

OUR plant stands foremost in the trade composition field on merit. Our aim has been to include, from the very inception of our business, every element of real service that could be of practical value to our clients.

Speed in the handling of composition has been attained, not by slighting any detail of the work itself, but by providing more machines and more skilled operators. That this is the correct policy is shown by our present typesetting equipment—ten monotypes, six linotypes, working day and night—making us the largest typesetters to the trade in the Middle West.

Our makeup department was organized and is maintained to align with the same policy. Full cases of all of the popular type families, with a plentiful supply of all necessary material, add a value to our makeup service that cannot be had in a smaller plant.

The forethought and careful planning which have always kept us a step ahead of the procession are now evidenced in the establishment of a new department—the furnishing of type and material for your own composing room.

We can help you to equip your composing room as completely as that of your most efficient competitor. You can have partial non-distribution, or complete non-distribution, as you please, and on a plan that will make it more economical than the distribution of used material. You can obtain for your customer the quality that comes only with "new type for every job"—few of your competitors can equal it, and none excel.

Start your non-distribution system right—back it up with our complete "copy to press" service. Phone for representative.

UNITED TYPOTHETAE AMERICA

Smith-McCarthy

COMPOSITION-MAKEUP-MATERIAL

508 South Dearborn Street • Chicago

Telephone Harrison 3864-3865-3866-3867

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VOL. XVIII NOVEMBER, 1920 No. 2
Published Monthly: $2.00 a Year; 20 Cents the Copy

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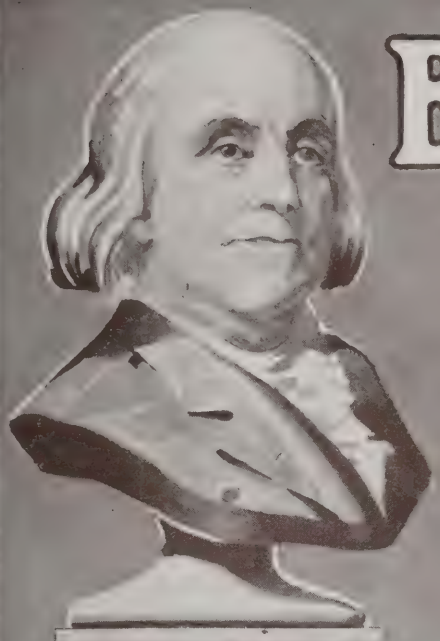
BEN FRANKLIN MONTHLY



PHILOSOPHER
DIPLOMAT
PATRIOT
INVENTOR
JOURNALIST
AND PRINTER

A JOURNAL FOR THE PRINTING, PAPER *AND* ALLIED TRADES IN THE INDUSTRIAL WEST

Published By

BEN FRANKLIN PUBLISHING CO.
508 S. DEARBORN ST. CHICAGO, ILL.

OUR BONDS AND LEDGERS REQUIRE NO EXPLANATIONS

CHICAGO AGENTS
PARKER, THOMAS & TUCKER PAPER CO.
535 SOUTH FRANKLIN STREET

NEENAH PAPER COMPANY
NEENAH, WISCONSIN

Entered as second class matter September 1, 1911, at the Post Office at Chicago, Illinois, under the Act of March 3, 1870.

THE SIGNIFICANCE OF THE SLUG–I

An Economy Too Often Overlooked

The economy and ease of handling slugs, as compared with one type at a time, would alone be a sufficient reason for preferring the Linotype, *even without giving consideration to the recognized economy of* Linotype *composition*

Mergenthaler Linotype Company

This advertisement, including border ornaments, is composed entirely of Linotype *material*

Ben Franklin Monthly

Vol. XVIII 20c the copy NOVEMBER 1920 $2.00 the year No. 2

THIS ISSUE CONTAINS

Watch for Every Issue and read it just as soon as it comes in. You'll be Surprised

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JUST a word about the good things to come in future issues of *Ben Franklin Monthly*. E. C. Flinn, one of the best known printing accountants in the country, is preparing a series of articles on costs which will be of real dollar and cents value to our readers. Another man who looms large in the industry has consented to take over a department on office management, telling how to improve the business methods of your office. Pat Kay is still on the job and promises to furnish us with some more startling ideas such as those contained every month in his department on Service Printing. The December issue will also contain an article on insurance that should prove interesting to you. A new department, giving actual print plant experiences and efficiency tips, will also start in December as will news pages from Minneapolis and Toronto.

Standardizing the Printed Page

New System of Co-ordinated Sizes of Trimmed Book and Periodical Pages Opens New Era to Paper Users

By N. J. Werner

IT HAS long been felt that there are too many sizes of books, periodicals, pamphlets, catalogs and other printed matter, as well as the paper sheets used in their production. Due to the haphazardous method (or lack of method) of fixing sizes, our book shelves, magazine racks, catalog files and other collections of printed matter have become eye-sores, trying our patience through the mixture of many dimensions. The evils of this lack of systematic sizes are so patent that no words need be wasted in telling of them.

The subject has had considerable attention, not only in this country but abroad, and especially in England, France, Germany and Denmark. In all of these countries numerous schemes have been evolved to bring about order in place of the chaos now existing in paper sizes. However, with few exceptions, these schemes have not been sufficiently well thought out to prove of any permanent value. This has been due largely to the fear of being considered "radical" and the hesitancy everyone feels when called upon to let go of the old and try something new. Consequently, a great deal of the "old" has been mixed with all of these plans. This combination, of course, has not proved as successful as would an entirely new system. As an example of this, one may note the proposals made in England several years ago to standardize paper sizes. The fear of getting too far away from the traditional led to the retaining of a lot of sizes selected from the old ones, leaving half of the discordant sizes to mingle with the new ones, with no thought of co-ordinating them; nor was there any thought given to securing a system to accord with the systems of other nations. In other words, the plan was too much "localized" for international usage.

True to the local, circumscribed mind, it turned out to be insular and without merit.

In France the proposers of a new system have at least had in mind a standardization along the lines of the metric system and have planned sizes in decimal intervals—which is quite a step away from the haphazardous systems used in most countries.

Germany Adopted a Standard in 1883

As early as 1883 a scheme of "standard" paper sizes was put forward in Germany and quite generally adopted. This was made up of a series of twelve sizes, ranging from 32x42 to 57x68 centimeters. No doubt it was a selection made from a lot of old sizes and therefore not as well arranged as it should have been. The fear of "cutting loose" no doubt dominated the same as in England. Seemingly, this did not prove entirely satisfactory, because improvements on it have been discussed from time to time, resulting in the setting up, by a committee of printers and others interested meeting in Berlin in February of this year, of a series of paper and book sizes which is a step far in advance of anything heretofore proposed in Europe. This scheme adheres to the proportions of the "hypotenuse oblong," of which I shall speak further along. I may add that this new German scheme is an amplification (I believe too much so) of a scheme started in 1911 and used by an organization at Munich, calling itself "*Die Bruecke*" ("The bridge" —from the investigator to the knowledge he is after).

The history of the movement in the United States shows similar tendencies. There was printed in the *Inland Printer* in 1905 an article written by R. Coupland Harding, a printer of Wellington, New Zealand, devoted to paper-size standardization. Therein he broached the correct basis for proportioning paper sizes. This has since become known as the "hypotenuse oblong."

The idea is that no matter how often a sheet of paper is folded, the proportion of width to length always remains the same. Mr. Harding, in his article, explained how this was possible by taking the width of a square for the width of a sheet of paper, and taking the measure of the diagonal line from one corner to the opposite corner of the square as the length of the sheet. This proportion is arithmetically expressed by the ratio of 1 to the square root of 2 (or, figured out, as 1 to 1.4142). Mr. Harding suggested a sheet measuring 17x24 inches as conforming almost exactly to this hypotenuse proportion. In my planning of a system I might have been willing to accept this size were it not that I felt that in the matter of sizes we must accommodate ourselves to the metric system if we wish to have a truly universal scheme of sizes.

Kansas Professor Advances Plan

I have recently learned that Prof. Harvey Worrall, of Topeka, Kansas, as far back as 1892, had, through his studies of the paper-size problem, hit upon this hypotenuse proportion and has since then used it in connection with the metric system for letter heads, cards, etc.

However, I have learned that this basic proportion idea was developed even earlier than this—in fact, one Georg Christoph Lichtenberg, of Goethingen, Germany, presented it in a publication of his views regarding paper sizes in the year 1796.

Special mention is also due the names of Fred Schulder, Cleveland, Ohio; Samuel Kimber, Cambridge, Mass., and Wilhelm Ostwald, Grossbothen, Saxony, who in proposing paper and book sizes, embodied the hypotenuse proportion in their presentations.

It may be noted here that the hypotenuse oblong has been in a measure asserting itself for many years and is more or less in evidence in existing paper sizes, due, no doubt, to an unconscious appreciation of its useful properties and its esthetic worth. A number of sizes closely approach its proportion. Among these, we may list our 20x28, 23x33, 32x44 and 35x48-inch sizes; the British 17x25, 19x27 and 23½x34½-inch sizes; the French 45x68, 57x80, 57x81, 68x100 and 75x106-centimeter sizes; the German 38x54, 46x64, 48x68, 50x70, 51x71, 60x85, 68x96 and 70x100-centimeter sizes; the Belgian 32½x44 and 50x70-centimeter sizes; the Swedish 52x76 and 70x100-centimeter; the Dutch 52x72 and 56x 80-centimeter; the Swiss 50x70, 57x80, 68x97 and 70x 100-centimeter; the Italian 40x56, 64x88 and 70x100-centimeter; the Hungarian 50x70, 54x76 and 90x126-centimeter; the Bulgarian and Roumanian 50x71-centimeter.

(The size of the common American playing card is a hypotenuse oblong.)

What a wonderful thing it would be if all of these sizes were in accord with one another!

In 1911 I proposed a series of standard paper sizes in two articles appearing in the April and May issues of *Printing Art*. In this series I applied the hypotenuse oblong, giving metric dimensions for universal use and their inch equivalents for American and British printers. I have since modified this scheme by eliminating half of its sizes, believing that the remaining half are sufficient for all needful purposes. The sizes then presented were those for mill sheets as they come from the paper purveyors.

In the meantime, the *Bruecke* organization, mentioned above, had worked out a scheme of book or trimmed sizes. These were based on one centimeter as a starting point. The mill sheet used for these coincided with one of my mill sheets (48x68 centimeters). We had arrived at a similar dimension without either being aware of what the other was doing!

In considering the question of trimmed sizes for sheets and books, I became convinced that it would be wise to take the figures given by the *Bruecke* and build up a complete scheme through judicious additions to it. These additions were made because I recognized the need of more sheet or page sizes than that scheme provided.

That the hypotenuse proportion is not only scientifically and mathematically correct, but that it satisfies the esthetic sense is amply demonstrated and acknowledged. In my estimation it greatly surpasses the "golden mean" proportion, which has often been discussed and sometimes praised by students of the beautiful in typography.

Standardized Universal Formats Plan Simple

The "Standardized Universal Formats" scheme is very simple. It starts with 1x1.41 centimeters as the first size. Larger sizes double upward from that dimension. Other sizes, doubling likewise, are intercalated in geometric steps. Though built upon the metric system, this does not preclude the use of equivalent inch measures, which we will necessarily use in this country for some time.

The whole scheme includes three series of dimensions. The first, "Series A," gives the sizes of books, trimmed sheets, etc. The second, "Series B," gives the sizes of envelopes and of the untrimmed or mill paper, and under the third, "Series C," are given the sizes of cover paper. These series cover other uses which do not concern us here.

Tabulated, with the sizes numbered and the dimensions stated first in inches and next in centimeters, the scheme is as follows. Only the most needed sizes of each series are given. Smaller sizes are gotten by halving and larger ones by doubling:

Series A

Nos.	Inches	Centimeters	Purposes†
6	2 7/32 x 3 5/32	5.66x 8	Cards, labels, stickers.
6½	2⅝x 3¾	6.75x 9.5	Cards, labels, stickers.
7	3 5/32 x 4 7/16	8 x11.3	Cards, small 32 mo.
7½	3¾x 5 5/16	9.5 x13.5	Cards, large 32 mo.
8	4 7/16 x 6 5/16	11.3 x16	Small 16 mo., hand-books.
*8½	5 5/16 x 7½	13.5 x19	Large 16 mo., novels.
9	6 5/16 x 8⅞	16 x22.6	Small 8 vo., magazines.
*9½	7½x10⅝	19 x27	Large 8vo., magazines.
10	8⅞x12⅝	22.6 x32	Small qto., magazines.
10½	10⅝x15	27 x38	Large qto., 4-col. papers.
11	12⅝x17 13/16	32 x45.2	Small folio, 5-col. papers.
11½	15 x21¼	38 x54	Large folio, maps, posters.

* These are the "National Catalog" sizes adopted by the Purchasing Agents' Association and other national organizations. The new German scheme also includes these sizes.

† Only the main purposes are indicated. A variety of other purposes have been listed, but for want of room are omitted here.

Series B

Nos.	Inches	Centimeters	Purposes
6	*2⅜x 3 11/32	6 x 8.5	Coin envelopes.
6½	2 13/16 x 4	7.12x10.12	Coin envelopes.
7	*3 11/32 x 4¾	8.5 x12	Ladies' envelopes.
7½	4 x 5⅝	10.12x14.25	Baronial envelopes.
8	*4¾x 6 11/16	12 x17	Business envelopes.
8½	5⅝x 8	14.25x20.25	Catalog envelopes.
9	*6 11/16 x 9 7/16	17 x24	Pamphlet envelopes.
9½	*8 x11 7/32	20.25x28.5	Catalog envelopes.
10	*9 7/16 x13⅜	24 x34	Magazine envelopes.
10½	11 7/32 x16	28.5 x40.5	Magazine envelopes.
11	*13⅜x18 29/32	34 x48	Map envelopes.
11½	16 x22 7/16	40.5 x57	Map envelopes.

* These sizes are also intended for photographic plates, films and printing-out papers.

Mill-Sheet Sizes of Paper and Cardboard

Nos.	Inches	Centimeters	Purposes
12	19 x27	48x68	Writing papers.
12½	22½x32	57x81	Writing and cardboard.
13	27 x38	68x96	Book papers.*
13½	†32 x45	81x114	Book papers.*
14	38 x54	96x136	Double size.
14½	45 x64	114x162	Double size.

* Also for double size writing papers.

† The present 32x44-inch size, being close to this, may in many cases serve until stocks are exhausted.

Series C

Nos.	Inches	Centimeters	Purposes
12	*20 x28	50 x70.7	Cover papers.
12½	†23½x33	59.5x84	Cover papers.

* With moderate loss in trim the present 22x28-inch size may be used until stocks are exhausted.

† The present 23x32½ and 23x33-inch sizes are usable until stocks are exhausted.

The full-numbered "Series B" sheets serve to fold and be trimmed to the full-numbered "Series A" page sizes. The ½-numbered "Series B" sheets serve to fold and be trimmed to the ½-numbered "Series A" sizes.

An important versatile and economic feature of the "Series B" sheets is that single or loose-leaf pieces in *any* of the smaller "Series A" sizes may be cut from *any* "Series B" sheet, with scant or no waste, thereby effecting a saving of about 12 per cent.

Simplicity a Factor

This scheme should appeal by its extreme simplicity, having practically but two sizes of mill sheets for each category of paper (writing, book and cover), to be used for as small a number of sizes for printed productions as it is convenient and desirable to have—all based upon the principle of maintaining a similarity of proportion in all the sizes.

It is not to be expected that a change to this scientifically perfect system of sizes can be effected very quickly. Its adoption must take time, just as it took quite a while for the point system of type bodies to so happily displace the multitude of discordant older ones used by the various type foundries. Big users of paper, who order in large quantities from the mills or their agents, can materially foster and accelerate the change by adopting these standardized sizes and ordering their paper supplied accordingly. The mills and dealers can place the new sizes on their lists and suggest to their customers to buy them and so gradually discontinue the use of the older sizes, to the mutual advantage of the paper providers and users. And the Typothetae and other printers' organizations can do much to further the change by passing resolutions favoring it and urging the general adoption of the standardized universal formats.

Borden Resigns as U.T. A. Secretary

Miller Takes Position Made Vacant Through Association's Loss of Great Man. "Father of the Three-Year Plan" Leaves Organization After Five Years of Constant Association

Advertising Director Chas. L. Estey Also Leaves

JOSEPH A. BORDEN, general secretary of the United Typothetæ of America, resigned October 8. Charles L. Estey, director of the department of advertising, resigned at the same time. Both resignations were accepted immediately by the executive council. Edward T. Miller, former executive secretary, was elected secretary to take the position made vacant by Mr. Borden's resignation. The position of executive secretary has been abolished. Noble T. Praigg assumes the duties of Mr. Estey.

News of retirement from active participation in U. T. A. activities by these two men so well known throughout the industry, came as a total surprise even to those closest to the organization. A meeting of the executive council was held in the Chicago headquarters October 7, 8 and 9. On Friday, October 8, Mr. Borden presented the following letter:

"Chicago, Ill., October 8, 1920.

"To the Executive Council
United Typothetae of America:

"Gentlemen: I herewith most respectfully tender my resignation as General Secretary.

"In doing so it is in a spirit of most cordial good will and with a deep sense of gratitude that I have been privileged to serve this organization, one year as representative on the Pacific coast and five years as secretary at headquarters.

"Wherever I may be and whatever I may do, there will ever remain a feeling of gratification and joy that it has been my good fortune to serve the organization under the direction of you gentlemen and those who preceded you, and that the relationships have at all times been most cordial and pleasant.

"There never can come to my thought anything but the same loyalty and devotion to the organization which has actuated me every moment since becoming a member of it many years ago, and nothing can ever change my confidence that it is destined to be the instrument which will raise the printing industry out of the chaotic condition in which it formerly floundered, to the very pinnacle of prosperity and success.

"At no time and under no circumstances in the future will it ever be truthfully said that I express anything but the most ardent wish for the success of the organization, and the most kindly regard for those splendid gentlemen who have in the past guided its destines, those of you who are now directing its affairs, or those who in the future may be called to assume the same responsibilities. Should any statement contrary to this ever come to your attention it is hoped in a spirit of fairness you will communicate with me and ascertain the truth.

"It is hoped this resignation may be promptly accepted and service terminated now or in the very near future, but that, owing to the fact of service having been continuous with only one week of real vacation, and considering that for five years every moment, every thought and every effort have been intensively devoted to the organization, the suggestion is made that the date of resignation be considered as of December 31 next with salary payable until that time.

"Very respectfully,
(Signed) Jos. A. Borden,
General Secretary."

JOSEPH A. BORDEN
Resigned

The motion to accept Mr. Borden's resignation was made by George H. Gardner of Cleveland, and supported by G. F. Kalkhoff of New York. This was unanimously carried. Fred W. Gage, of Battle Creek, treasurer of the U. T. A., then offered the following resolution, which was seconded by Albert W. Finlay, Boston, and unanimously carried:

Whereas, the resignation of General Secretary Joseph A. Borden has been tendered and accepted,

Resolved, That the Executive Council takes this action with deep regret and with a full appreciation of the many and valuable services that he has rendered the United Typothetae of America.

Mr. Borden is so well known that it is superfluous to make any mention of the valuable services he has rendered printers of the country during the five years he has acted as general secretary. That his work among them has been appreciated and acknowledged goes without saying. As father of the Three-Year Plan he has revolutionized the printing industry, and thousands of printers the country over owe their present success to "Joe" Borden. He was equally as well liked among those under him at the headquarters office and in the field, as among the printers for whom he labored. Not a one but regretted his departure from office.

Mr. Borden is a retired business man from Spokane, Washington, where for twenty-five years he was engaged in the printing and stationery business, and he is in fact, still actively connected with the industry through part ownership of one of the largest printing concerns on the Pacific coast. Five years ago he took up the secretaryship of the U. T. A., and has been actively identified with the progressive work of that association ever since. Mr. Borden, in his earlier years, was a practical printer, having served on several daily newspapers of the country and later taking a position in the Government printing office at Washington. During his residence in Washington he spent three years in Georgetown University studying law and was graduated as Master of Laws.

During his business career he was intensely interested in organization work which had for its purpose the bettering of conditions throughout the printing industry. For several years he was president of the local printers'

association of Spokane. He was also chairman of the first Pacific Coast Printers' Cost Congress, and later

New Secretary—Edward T. Miller

chairman of the third International Cost Congress held in Denver. The present size of the United Typothetæ, with its 125 local associations, is largely due to his executive ability.

In his report given at the convention in St. Louis, Mo., Mr. Borden told of 5,000 printing plants, members of the U. T. A., which have the standard cost system installed. Under his supervision the educational work of the association has grown until today more than 7,000 students have been enrolled in its educational courses. Local organizations throughout the country are spending $1,200,000 a year on education alone, his report showed.

Colonel Miller Has Much Experience

Therefore the resignation of Mr. Borden becomes a serious matter, and were it not that Mr. Miller has had years of training as executive secretary of the U. T. A., during which time he has proved himself one of the most capable men in the industry, the loss of Mr. Borden would be irreparable.

Since his resignation Mr. Borden has issued the following statement:

"Nearly five years ago I came to the general offices in Chicago, and seeing the needs of the printing industry soon thereafter began work on what has since become known as the Three Year Plan.

"The United Typothetae Association being a strong, virile organization, went to work in earnest to put the plan into operation, and in doing my share toward this work, I have given five years of my time and undivided thought and energy with scarcely a day for rest or recreation.

"The plan has grown with marvelous strides from its inception and has become well established throughout the printing industry, and I, therefore, feel that the mission which brought me East has been performed. Hence my resignation as general secretary, which now gives me the opportunity of taking a much desired vacation, and I will probably spend a few weeks in the north woods of Wisconsin.

"In the meantime, I have not attempted to outline what I shall do in the future, and it is quite probable that I will engage in some activity which will keep me busy, as I am thoroughly convinced that no man who has led an active, busy life can retire into inactivity, and particularly so if he has any qualifications for doing anything worth while.

"I will continue my home for the present, at least, at 116 South East avenue, Oak Park, Ill., one of the delightful suburbs of Chicago, and until a decision has been reached as to what my future activities will be.

"Joseph A. Borden."

As printer, editor, publisher, business executive and organizer, Secretary Miller has a broad understanding of the problems of printers and the necessary qualifications for the secretaryship. As a boy he was an apprentice on the Liberty Press, Liberty Center, Ohio. During his college days at Ohio Wesleyan University, he was attached to the staff of the *Delaware Gazette*, and was correspondent for a number of metropolitan newspapers. After his graduation in 1895 he joined the editorial staff of the *Ohio State Journal*, Columbus, remaining for over seven years, the last four as managing editor and editor. He resigned in the fall of 1902 to devote some time to developing a stationery business in which he was interested.

He was connected with various printing and publishing enterprises thereafter and in 1912 was chairman of Ohio's first printers' cost congress, from which grew the Ohio Printers' Federation, with which he was connected in various official capacities for a number of years. After the second International Printers' Cost Congress in St. Louis in the fall of 1910, he was instrumental in the organization of the Ben Franklin Club of Columbus, and remained an enthusiastic member of that association until he entered the national work.

Joined U. T. A in 1918

Colonel Miller first entered the United Typothetæ work as a fieldman January 1, 1918, and took a prominent part in the early development of the preliminary work of the Three-Year Plan. The following July he was called to the general offices as assistant secretary and director of the department of organization. From two men, he built up the field force to nearly fifty men and developed the working methods. He resigned in May, 1919, to become executive secretary of the Chicago Foundrymen's association, but was recalled to the Typothetæ work by the executive council in the following November.

The loss of Mr. Estey, one of the best known advertising men in the country, is another serious problem confronting the association. His successor, Mr. Praigg, has acted as assistant director of publicity for several years, during which time he has come to know the needs of the field.

Charles L. Estey, Former Director of Advertising

Printers, Profiteers and Price-Cutters

WE are printers and proud of it! We have not been termed profiteers, and in our complacency have sighed to ourselves, "Thank God, we are not as other men"—the coal dealer and the landlord, for instance. No, we have been honest both to ourselves and to our customers. We have made money, it is true, and yet every dollar of our net profits may be counted within a margin of 25%.

Making money, *real profit,* is something new to *some* printers. Until recently many were satisfied to pour out their life's energy to build the businesses of their clients and to take a pittance as their reward.

Many printers have learned their potential power, their real value to the community, their right to recognition on an equal plane with the professions.

Ours is the fifth industry. We may well be proud that no charges of extortion or price regulation are pending in the courts to blot our enviable repute. Our advancement among other industries has been constant and healthy. Far-sighted men predict no decline—they see nothing but the continued maintenance of our honored position.

Business cannot function without our product, education cannot be disseminated, governments cannot endure and religious creeds would struggle for a medium of communication without printing.

Recognize your strategic position, employing printers!

Stand off from your business and look its possibilities squarely in the face. Its prosperity does not depend upon what your competitor does—but upon what you do!

The bump he gives you is the lash to spur you into determined action—the kind of action that gets results, even in the face of things seemingly unsurmountable.

Unsightly markers indicate the graves of printers in every potter's field. They should have occupied mausoleums. Those graves in the potter's field have caused surviving printers to think. Two words form an epithet of dishonor—"Price Cutter." In those words one may find an explanation of the shabby clothes, the disordered office, and the untimely end of members of our craft who failed to insist upon fair compensation.

As a species the price-cutting printer is rapidly becoming extinct. His eccentricities will soon be tradition.

For more than two years we have prospered by reason of an unprecedented volume of good business. This period *may* continue. We have some reason to believe that there will be a marked reduction in the volume of printing during a period of price readjustments.

Any reduction in printing orders will not be caused by high prices of printing—but on account of the deflation in other lines of business where profiteering has been rampant.

Printers, you have learned to charge only a *fair* profit on your work—do not attempt to stimulate your sales by cutting off your legitimate profit.

Every one of us wants to see prices come down to a normal basis. We would have no quarrel with the landlord, the butcher or the tailor if those men were satisfied with 25% profit.

We want the profiteers' prices reduced to a normal basis.

Let legitimate business of all kinds make a fair and equitable return on its cost of production.

Legitimate business will contribute constructively in the pending readjustment by maintaining prices.

Let us be neither profiteers nor price-cutters—let us conduct the printing industry legitimately and honorably.

Let us maintain a fair margin of profit.

—*Chicago Franklin-Typothetae Bulletin.*

44-Hour Week Meets Opposition

Reports From Many Cities Indicate Employers Dislike Shorter Week May Result in Disastrous Competition Unless Organizations are Perfected

"Opposed."

"Positively against it."

"Absolutely opposed by all employers."

These are three answers, typical of all those received, to a questionnaire asking the attitude of fifteen cities on the 44-hour week, sent out last month by *Ben Franklin Monthly*.

From these answers it would seem that the unions will have a hard time enforcing their demands, except in those cities which have already made agreements and will accordingly live up to them. Even in these, sentiment is against the shorter week, as shown in the questionnaires.

Hannibal, Mo., reports that city "against it." From Milwaukee comes the news that the short week is "opposed by all employers." "Unalterably opposed" is the answer from Louisville, Ky., while Lansing, Mich., states the determination of master printers in that city "not to grant it." Omaha, Nebr., is another center "positively against it," and the same statement comes from Oshkosh, Wis. Pittsburgh, Pa., declares the sentiment in that city to be "absolutely against the 44-hour week," while Hutchinson, Kansas, reports "nothing doing on cutting production." Battle Creek, Mich., is also opposed and the Typothetae of that city is so on record.

The issue down state seems to be a "dead" one, since the report from Macomb, Ill., declares that there is very little discussion of the matter in that section. St. Louis is more emphatic about it, the report from the Mississippi city being "against it." Detroit is nearly 80 per cent open shop and the move is being opposed very strenuously. The sentiment of Detroit is said to be "positively opposed to, and will resist the 44-hour week." Buffalo is not as strenuous in its objection, but reports the attitude of the employers of that city as being "unfavorable." South Dakota has taken a strong stand against reducing production, if the sentiment of Sioux Falls is any criterion, for the report from that city is: "Against it good and hard. This is no time to cut down production, which will raise prices still higher." "They are high enough now," the declaration further states.

In Chicago, where the closed shop division of the Franklin-Typothetae has already agreed to the short week beginning May 1, 1921—an agreement which exists in several other large printing centers, including New York and Salt Lake City—the sentiment is nevertheless unfavorable, although it is the intention of those plants which have made the 44-hour week agreement with the unions to live up to their contracts. The open shops are solid in their opposition and the members of the open shop division of Chicago will continue to operate 48 hours, unless some unforeseen element enters into the controversy.

In such large producing centers as Chicago and New York the situation will be especially unpleasant, since the element of competition will again become manifest. This will be due to the union shops being placed on a lower level of production, which in some cases may influence the buyer of printing to give his work to the plant operating the longest hours, hoping in this way to get the work done in a shorter period of time. It will also enable the open shops to operate with smaller overhead, but this should and will work no hardships if the co-operative spirit is maintained. On the other hand, the closed shops, operating at a greatly increased cost, will undoubtedly find it necessary to raise the prices of their products. Here again co-operation can save the day, for the best interests of the industry demand that prices be kept as nearly uniform as possible. Whether this will be done or not remains to be seen, but, at any rate, all plant owners should be banded together in one local organization, not only in Chicago, but in every other city, so that, acting in unison, the employer will be able to protect himself to the same extent the employe protects himself through the unions.

Getting the Membership Interested

THE program committees of local printers' organizations often experience difficulty in finding subjects for the weekly or monthly meetings which will interest the largest number of members. A plan recently adopted by the Franklin-Typothetae of Chicago is a move in the right direction. Cards are sent out to the membership asking for topics which each member wishes to hear discussed. In this way the committee is guided by the majority of the membership and it knows that each meeting will be looked forward to and be attended by the largest possible number of master printers.

The card used by the Chicago association takes the following form:

WHAT DO YOU WANT?

Program and Entertainment Committee,
Franklin-Typothetae of Chicago

Gentlemen: I would like to hear the following subject discussed at a future monthly meeting:

.....

.....

Signed.....

McCoy Resigns as N. Y. Secretary

CHARLES G. McCOY, secretary of the New York Employing Printers' Association, last month announced his resignation to take immediate effect. Mr. McCoy is one of the best known men in printing organization work and was for a number of years publisher of *Printing Trade News* and half owner of *Half-Tone Press*, both of which were amalgamated with *The American Printer*. He was largely responsible for welding the New York Printers' League, New York Master Printers' Association and New York Typothetæ into one association, known as the New York Employing Printers' Association. Harry D. Craig succeeds him.

Don't Rush, He's Already Got a Job

ALDEN HEWITT, linotype operator on *The Tribune*, Salt Lake City, on October 25 established what is said to be the world's record for linotype composition, setting 82,500 ems in 6 hours and 35 minutes, an average of 12,540 ems an hour. Hewitt's setting was entirely in nonpareil.

Get Our Prices on Catalogs
We make a Specialty of Menus and Laundry Lists

We Seldom Sleep--well
Work Done When Promised --if possible

TOM

Peabody & Wetmore
PRINTERS
Good Work Done Fast
We are Strong on Fine Color Work
Estimates Cheerfully Given
Let Tom call on you--he's got lots of Time

JAMES

Railroad Printing and Dance Programs
Our Motto: Promptness

Ask for our Calendar
A deposit required on all orders

JUDGING from the laughter which greeted the revival of "The Sick Print Shop," at Kimball Hall, Chicago, the night of October 20, everyone in the audience of five hundred had at some time or other owned or been connected with a sick print shop. The moral of the play was not lost in the telling, and the appreciation of the histrionic ability of the players, all members of the Franklin-Typothetæ of Chicago, was made known through the generous applause which attended their efforts.

From the time the curtain went up on the combined desk and storage room of a print shop, now becoming as extinct as the Dodo through the Standard Cost System and the U. T. A., till the curtain went down on the luxurious office of a modern plant, the audience followed the play with the keenest interest. Thomas S. Quin, as Tom Peabody, played the part of a sick print shop owner to perfection, ably assisted by Marion S. Burnett as his partner, Jim Wetmore. The species of customer depicted by E. J. McCarthy, as A. Klose Buyer, was instantly recognized and the snares and pitfalls he laid for the poor printer caused much glee in the audience.

The evolution of the sick print shop, through the ministrations of Mr. X-ray, played by F. W. Randolph, secretary of the Detroit Typothetæ-Franklin Association, Dr. Mendahl Leaks, played by R. B. Nelson, and Will I. Savecash, with William Sleepeck as the portrayer, to the point where Peabody and Wetmore are able to sell D. Lux Customer, in the person of James H. Rook, and then lay off at three o'clock to play golf, forms the nucleus of the story.

The play is not devoid of humor, for Tommy Quin's scintillating wit and Burnett's dry humor, not to speak of Miss Ethel Russell, late of the Follies, as Ima Swift, stenographer de luxe, would make a prohibitionist laugh in wettest Cuba.

Aside from all the laughter occasioned by the play, the lesson it conveys lingers in the mind until those printers not making the wherewithal with which to enjoy the anxieties of golf and the snobbery of a sport coat, begin to wonder if possibly their's isn't a sick print shop too.

The play was first presented over a year ago before the Chicago Franklin-Typothetæ, and was considered so good that the entire cast was conveyed to New York to present the skit before the 1919 convention of the U. T. A. Here the happy addition of Miss Russell was made, and feeling that Chicago printers should not miss her pulchritude she was again imported from the wilds of New York City and Fort Lee, where she has been doing the movies, to take the part of Miss Swift at the Kimball Hall presentation. She also accompanied the cast to Detroit, where the spectacle was given before an admiring audience of Michigan printers at the October meeting of the Detroit Typothetæ-Franklin association, on Saturday night, October 23. Last fall St. Louis printers were given the opportunity of learning the value of a cost system as taught by the play, and it is probable that other cities will be favored in a like manner within the next few months.

BEFORE

.....AND AFTER

To Which Class Do You Belong?

UNDER the heading "To Which Class Do You Belong?" the Cincinnati Typothetae recently printed in its official organ a table showing what the returns should be on printing plant investments of six, ten, twenty-five and fifty thousand dollars. This table so clearly shows the expenditures and so graphically represents what those expenditures should bring the investor that *Ben Franklin Monthly* is reproducing the entire table below. The costs listed below vary in different cities, such as the labor items, but these can be easily reconciled to the various wage scales. The figures given deserve the study of every plant owner. The curious thing about them is that the last figures represent the amount which should be in the bank *if the owner has broken even.* Figure out if you are even doing that, Mr. Plant Owner. In addition to breaking even, you should be making a profit. Yet how few master printers are even "breaking even!" Find out where you stand. Are *you* losing money, breaking even, or making your share of the profits?

Compare This With Your Books and Accounts and See Where You Stand

If your INVESTMENT is six, ten, twenty-five or fifty thousand dollars, the figures listed below should prove of great interest to you.

INVESTMENT	$6,000.00	$10,000.00	$25,000.00	$50,000.00
Interest, 8 per cent	$ 480.00	$ 800.00	$ 2,000.00	$ 4,000.00
Depreciation and Replacement Fund, 10 per cent	600.00	1,000.00	2,500.00	5,000.00
TOTAL	1,080.00	1,800.00	4,500.00	9,000.00
Taxes, 1 per cent	60.00	100.00	250.00	500.00
Insurance	125.00	200.00	375.00	750.00
Rent, Light and Heat	600.00	1,250.00	2,100.00	3,600.00
Bookkeeper	*500.00	1,200.00	1,800.00	1,800.00
Office Girl	.....	624.00	780.00	780.00
Errand Boy	390.00	390.00	390.00	520.00
Porter	.....	*260.00	900.00	900.00
Apprentice Boy	600.00	600.00	600.00	600.00
Owner's Salary	†1,800.00	†2,000.00	‡3,000.00	¶5,000.00
Foreman	.....	.....	2,080.00	2,080.00
Journeyman Printers	(1) 1,872.00	(2) 3,744.00	(4) 7,488.00	(6) 11,232.00
Two-Thirder at $24.00	1,248.00	1,248.00	1,248.00	1,248.00
Pressfeeders	(2) 1,872.00	(3) 2,808.00	(5) 4,680.00	(8) 7,488.00
Pressmen	.....	.....	(1) 1,820.00	(2) 3,640.00
Bindery Foreman	.....	.....	.....	1,560.00
Bindery Girls	.....	.....	.....	(3) 1,900.00
Bindery Boy	.....	.....	.....	520.00
Solicitor	.....	1,300.00	1,820.00	1,820.00
Telephone and Extensions	96.00	96.00	154.00	154.00
Incidentals	150.00	200.00	300.00	500.00
Bad Debts and Spoilage	200.00	300.00	400.00	750.00
Yearly Expense	$10,593.00	$18,120.00	$34,685.00	$56,342.00
Paper and Ink (One-third Basis)	3,321.00	6,040.00	11,561.66	18,780.66
Average Daily Expense (300 Working Days)	47.08	80.53	154.15	250.42
To meet this average daily expense, you must produce and deliver each day, work to the amount of	47.08	80.53	154.15	250.42
(These prices carry absolutely no profit.)				
In order to make a net profit of 25 per cent, this average daily production must sell for	58.85	100.66	205.53	313.02
At the end of twelve months, if you have in the bank, free and clear of all debts	1,080.00	1,800.00	4,500.00	9,000.00

You will have broke even. That balance is the exact amount of your Interest, Depreciation and Replacement Fund.

* Part time. ¶ Managing only. † Working Foreman. ‡ Superintending and Managing. Figures in Parentheses denote number of men.

Twelve Cities Report Lessened Demand

All Are Optimistic and Believe Printing Buyers Will Again Clamor for "Service"

Salesmanship Experiences Renaissance

Paper and Labor Complicate Matters

THE demand for printing took a noticeable slump last month in practically every section of the country. Reports received show that buyers of printing are "laying low" for a time, in the hope that prices will come down. Other reports show that the general let-up in all lines of business is responsible for the slack period in the graphic arts. All printing centers are optimistic in their viewpoint, however, the general opinion being that the first of the year will see a return to normal. This has also had some influence on the labor and credit situation. For example, one Chicago printer tells of recently placing an advertisement for help in one of the Chicago dailies. He received twenty responses to one he would have received six months ago. As reported in the October issue of *Ben Franklin Monthly*, there were over a thousand compositors out of work in Chicago alone last month. This condition seems to be somewhat better at the time of going to press.

When investigating general business conditions we find that one Chicago firm reports a "renewal of orders and inquiries," with demand increasing and collections good, with the exception of automotive accounts. Another Chicago company, one of the largest in the country, reports its plant as running below normal, but with demand good and collections fair. Still another reports "less straight printing, but ideas we prepare sell readily—firms welcome advertising matter that will stimulate their business." This would seem to indicate that salesmanship will again enter into the problem of creating demand—an element that has not been present during the past two years, when printing orders piled up and every plant kept busy without effort. One Chicago plant, queried as to demand, declares there has been a falling off in certain lines with orders harder to get and collections very poor.

The attitude of the printing buyer is interestingly stated by one Battle Creek, Mich., printer, who tells of a noticeable lessening in the volume of business. This same informant declares buyers believe prices will recede and are accordingly holding up their orders. In the same class is the news that certain large buyers claim to know that large stocks of paper are in the warehouses and expect the hoarders to be forced to take a loss, the same as those who attempted to profiteer in sugar. The printer who sends us this information says: "We don't believe this, but orders are being held back for just this reason."

Labor Adds to Business Troubles

Milwaukee likewise reports a slowing down of business, with demand lessening and collections fair. Lansing, Mich., reports that most shops are fairly busy, but that the demand for printing has fallen off and indications are for a continued lessening of demand for a while at least. A falling off of demand is reported from Omaha, although business in that city is still classed as "good." Collections are also good, but the demands of the unions are reported as "outrageous" and complicate a situation already delicate, through the lessened need of printing and the universal desire to economize.

The strike of pressmen and helpers is the outstanding feature of the situation in Pittsburgh, Pa., which reports demand as being still good and collections fair. A "tightening of business' is indicated in Hutchison, Kan., where labor is also making excessive demands. Collections in the Kansas city are reported as fair. St. Louis also reports a slowing down of orders and collections, but a majority of the plants have sufficient orders already on their books to tide them over any present shortage of customers. Detroit is experiencing a lessened demand, but reports the labor situation improved by reason of less work to be done. Collections are "good."

A slowing down of business is apparent in Sioux Falls, S. D., the condition of whose printing industry can be taken as an indication of conditions throughout the state. Demand is still "good" when compared with normal times, but is dropping away from that of the past twelve months. This section of the country also reports collections as being poor. Buffalo reports everything normal, while news from the interior of Wisconsin indicates the smaller cities of that state are experiencing a decreased volume of business.

Three cities report demand as still good. They are Louisville, Ky.; Hannibal, Mo., and Macomb, Ill. Louisville, in fact, reports demand as being excessive, but collections slow. The other two report collections good.

No Difference in Paper Situation

It is also interesting to note the influence all this has had on the paper situation. Of the fifteen cities reporting, only three find any "appreciable change in the paper situation." The three cities experiencing an easier paper market, from the standpoint of supply, are Chicago, St. Louis and Lansing, Mich. No city has found any signs of lower paper prices, while one declares them to be still on the "upward path."

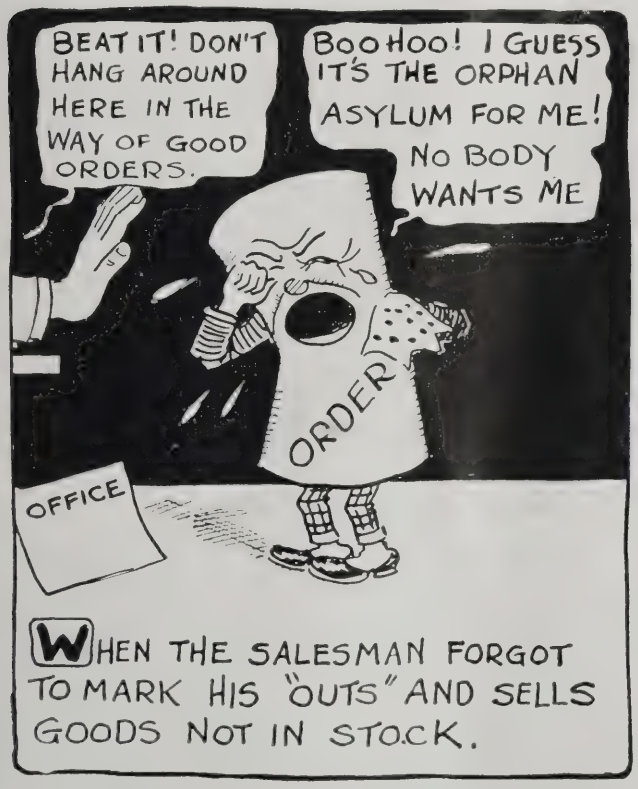
The cities where no difference in either supply or prices are found, include Battle Creek, Milwaukee, Omaha, Pittsburgh, Hutchinson, Kan., Detroit, Buffalo, Oshkosh, Wis., Macomb, Ill., Louisville and Hannibal, Mo.

Louisville Seeks Solution of Apprentice Problem

THE Open Shop Division of Louisville is meeting the apprentice problem by placing the employment, assignment and discharge of apprentices in the hands of a special committee. Personal supervision of the boys will be undertaken by the committee. At the end of the first six months a bonus of probably one-half the wage for the six months will be given, a larger bonus at the end of the first year, and so on, until at the end of the third year the apprentice will be nearly on the basis of the journeyman.

That the tax on the reproduction of wash drawings, etchings and paintings must be paid by the publishers, is a revenue department ruling made last month.

WHEN AN ORDER IS NOT AN ORDER



COURTESY of SALES MANAGEMENT, CHICAGO

Stationers Hold Annual Convention—Re-elect Bauer President—800 Attend

JOS. A. BORDEN, former general secretary of the U. T. A., and Charles L. Estey, former advertising director of the same organization, were among the speakers at the fifteenth annual convention of the National Association of Stationers and Manufacturers, held at the Hotel Statler, St. Louis, the week of October 11.

The election of officers resulted in Ralph S. Bauer, president of the R. S. Bauer Company, Lynn, Mass., being re-elected as president. The other officers chosen were Everhard Faber, New York, first vice-president; R. H. Baxter, New York, second vice-president; J. Ogden Pierson, New Orleans, third vice-president; A. H. Childs, Chicago, treasurer; Amedee Peting, St. Louis, auditor, and Mortimer W. Byers, New York, secretary.

The convention opened Monday noon, October 11, when a meeting of the board of control was held. At the same time the retailers held a conference, as did the manufacturers, wholesalers and greeting card manufacturers. Tuesday morning the retailers' conference was resumed, matters involved in reports of committees discussed and an address on "Cost Finding Systems for Stationery Stores," given by R. A. Royer, field accountant for the United Typothetae of America. The manufacturers also held a conference at this time. Tuesday afternoon the national committee of local association executives met; a meeting of the Commercial Furniture Division was held and preparation of reports of various conferences made for submission to the general convention.

The first general business session was held Wednesday morning, at which time the delegates were officially welcomed to St. Louis by Mayor Kiel. It was at this session that Mr. Borden and Mr. Estey spoke. The convention closed Thursday night, following the election of officers.

A great deal of entertainment featured the convention, a "Get-Together Night" at the Elks Club on Monday night starting the fun. After a luncheon there was dancing and other entertainment. H. A. Van Derslice, manager of the St. Louis branch of the Joseph Dixon Crucible Company, was chairman of the entertainment committee. Thursday afternoon the visitors were given an automobile ride through the city, followed by a banquet at the Statler.

Most of the guests left for their homes Thursday night or Friday morning, although some remained over to take part in the golf tournament arranged for them at the Bellerive Country Club Friday afternoon.

P. A.'s to Standardize Checks and Vouchers

A MOVE to standardize checks, vouchers and invoices was made at the annual convention of the National Association of Purchasing Agents, held at the Congress Hotel October 11, 12 and 13, when resolutions calling for such standardization were adopted. The recommended size for checks is 3½x8½; for vouchers, 8½x7 and 8½x14, and invoices, 8½x7 and 8½x14. The action of this association should result in the standardization of these forms since the purchasing power of the organization is said to be ten billions of dollars a year.

German Printers Get High Wages

GERMAN compositors who before the war were paid 37 marks per week are now receiving 230 marks for a shorter week. The 9-hour day of pre-war days has been reduced to eight. Bookbinders who received 28 marks in 1914, now receive 200. At that, wages have not kept pace with the living costs, which have increased 1,620 per cent.

President of Los Angeles Association Heads City's Educational Committee

LOS ANGELES is planning the establishment of an Institute of Technology in which the printers of that city are manifesting much interest. Irwin H. Rice, president of the Master Printers' Association, is chairman of the committee having the plans in charge. The general purposes of the institute will be the proper training of young men, and possibly women, along vocational lines including printing. It is claimed that the old time apprentice system has practically gone out of existence and some means must be taken to keep up the supply of skilled workmen. The plan, as concerns printing, is to establish a course giving intensive vocational training and another advanced course on the same subject, both to be supervised by an experienced commercial printer. The plan has received the endorsement of the printers' organization of the city.

Selling the Home Market

HOW the printers of one city obtained the co-operation of the printing buyers in that particular city may offer some suggestion to other localities where the tendency is to have printing done in a so-called "center," either because of lower prices or because the buyer thinks that quality printing can only be done in a large city.

This town happens to be in Michigan and has a good, live chamber of commerce and an advertising league. Smaller cities may not have sufficient advertising men interested enough to maintain a separate association, but very few localities do not have a chamber of commerce or merchants' and manufacturers' association. In this instance the printers got together and asked that one of the regular weekly luncheons of the advertising league be given over to the graphic arts, at which time they gave an exhibition of the work turned out by the local firms, while one of the best speakers among the plant owners addressed the advertising men on the value of having their printing done at home, pointing out the advantages of time saved and the fact that home printers are just as well equipped and turn out just as excellent work at just as fair a price as the printers of the neighboring large city.

The action taken by one of the most enterprising firms, further showed the possibilities of the plan. This plant had beautifully printed cards sent out immediately following the meeting so that the buyers received the following invitation in the next mail:

> *Let us follow up our verbal invitation given you at the Advertising League Luncheon today, and cordially invite you to a personally conducted tour of our Complete Printing Plant, at your convenience.*

Craftsmen Appoint Important Committees

TWO new committees, authorized by the Washington convention of the International Association of Printing House Craftsmen, were appointed last month by President Long. The Educational Commission is composed of Jacob Levin, Boston, chairman; Alton B. McCarthy, Washington, and Christian Olsen, Chicago. The Apprenticeship Commission has as its chairman John Morrison, of New York, and its other two members, Oscar Books, Philadelphia, and Harvey Weber, Buffalo.

Who's Your Foreman?

Does He Keep the Customer Sold or Does He Unsell Him?

By MURRAY E. CRAIN

NOT so many years ago, when a printer needed a foreman, he asked only that the applicant for the position know the printing business. The boss of a given department of a print shop wasn't expected to be either a Beau Brummel or a Chesterfield. He was put in the shop to get the work through, and if he chawed tobacco, used a full quota of current profanity, and bawled out any one who had the temerity to stick his head into that particular section of the printery, it was all right with the boss, as long as the presiding official knew the ins and outs of the printing business.

In the small printing plant, conditions of this kind still exist. In such an establishment, the foreman seldom comes into contact with the advertiser, unless, indeed, the foreman happens also to be the owner of the place, which is not unknown in the printing world.

As far as the big printing establishments of metropolitan centers are concerned, the change has been such that while the department foreman must still be an expert in his chosen line of endeavor, he must also be something of a salesman and quite a mixer. But above all, he must be courteous and helpful, never too busy to stop what he is doing to come to the rescue of a harassed publisher or advertiser, never in a bad humor over the evils that day has brought.

The Rogers & Hall Company, of Chicago, specializes in publication and catalog work, and this means that hordes of editors and advertising men are constantly hanging around, asking for speed and more speed on the particular piece of work in which each is interested. Make-up men can hardly make a move without stumbling over some agitated editor, who tearfully iterates the assertion that the world will cave in unless his sheet is put to bed within the next hour. And before his tale of woe has entered the foreman's attentive ear, the editor is swept aside by the mad rush of an advertising person, who alleges in no uncertain terms that his catalog was to have been out a week before, and that unless the entire force is put to work on it immediately, murder, arson and rape will ensue.

An ordinary human being wearing the toga of a shop foreman, might, under such circumstances, feel an acute desire to seize a completed 32-page form and use it for a tennis racket, with the heads of the customers as the ball. But the modern printing foreman does no such thing. He doesn't even pass the buck to the superintendent or the big boss or anyone else. He gets action, and sends the patrons away in serene mood. The foreman of today is a composite printing expert, angel and veritable tornado of energy. While soothing peevish customers, he gets admirable results from his subordinates—and keeps their good will at the same time.

Some printers allege that good foremen are born and not made. Perhaps. At any rate, the case of one, William Pfeifer, is worth considering. Mr. Pfeifer has been in the employ of the Rogers & Hall Company, of Chicago, for a number of years. He started as a journeyman, and worked his way to the foremanship of the make-up department. Mr. Pfeifer is known as "Bill" to a host of clients of Rogers & Hall, who have discovered that "Bill" gets results without wrecking the shop.

Mr. Pfeifer was never known to become distressed, or if he was, he concealed the fact expertly. He has an even disposition which enables him to run along on an even keel, no matter how hard the winds of grief may blow. Everyone else around the place may get excited, but the foreman simply goes along working at the innumerable jobs always on hand, and, somehow, no editor or advertising man has ever quite reached the stage of despair where he decides that all is lost and scatters his brains all over Mr. Pfeifer's forms. On the contrary, after pouring out his troubles to that gentleman, he usually braces up and concludes that his sheet is likely to get to his subscribers before there is a riot, after all. And his sheet usually does get there.

Advertisers whose work is done by Rogers & Hall have grown to place a good deal of dependence in Mr. Pfeifer. The extent of this is indicated by a little note received by the foreman the other day. It was from a publisher and read:

"I got this story balled up in making up my dummy, and your department helped the good work along by dropping half of the type. Help! Help!" Mr. Pfeifer provided the help, as usual.

All this merely indicates the importance of selecting a foreman who stands out from the general run in certain respects. Knowledge of his craft is still a necessary attribute, but there are others even more important. Some of the best journeymen in the world will never do as foremen, simply because they are not temperamentally fitted for the work.

Nervousness is contagious, and a foreman who hasn't a certain kink in his make-up which permits him to laugh a little at his own troubles while working at high pressure to remedy them isn't quite fitted for his position. A foreman can get the most out of the men under him when he is popular, but cannot afford to work for popularity at the expense of his employers and the patrons of the house. There is a happy middle course which not every man can locate and steer.

The printing salesman can get the job into the house, but the foreman does much to keep it there. The modern foreman is the best salesman the printer can obtain, for the memory of bills regarded as too high fades in view of the fast, skilled service given by various departments under the adept guidance of high-class foremen. And this fact is finding general acceptance in the printing trade. Many foremen are drawing larger weekly pay envelopes than the trade unions stipulate—and they are worth all they get.

Ransom President of Tri-Cities

HARRY RANSOM, of the Ransom Printing Company, Moline, Ill., was elected president of the Tri-City Manufacturing Printers' Association, at its annual meeting held October 18, in the Chamber of Commerce building, Davenport, Iowa. E. J. McCarthy, president of the International Trade Composition Association, was the principal speaker of the evening, Mr. McCarthy choosing as the subject of his address the value of organization, co-operation and cost knowledge. Thirty printers attended the meeting of the association, which takes in the three cities of Davenport, Moline and Rock Island.

FOR THE SERVICE PRINTER

By PAT KAY

A new department devoted to the interests of the progressive printer who is interested in so-called "SERVICE PRINTING." Conducted by a man who in three years has nearly quadrupled the business of his firm and is still actively successful. Not only a series of authoritative articles, but a bureau that will promptly answer all your inquiries on service printing. Inquiries are held confidential and comments on the department will be welcomed.

Here's A Good Idea

Friend Pat:

We had a job regularly each month from a man who couldn't see his way clear to use anything better than a sixty-pound S. & S. C. book paper. I thought some of your readers might be interested in the stunt we worked on him.

He had given us his regular order for sixty thousand 8½x11-inch four-page circulars on musical instruments, to be printed in blue ink on the usual sixty-pound super book.

When the run was off we pulled out the borders and a couple of the bold face lines and made them into a separate form. Then, while the original form was still on the press, we chucked slugs and furniture into the vacancies. We ran off two thousand of the circulars in black and green on an eighty-pound India enamel.

We invoiced these two thousand as part of the regular delivery and at the regular price. Our customer thanked us; he said they surely looked great and that he appreciated our attempts to show him something better. He admitted they looked much more attractive, but he couldn't afford such expensive stuff because his "business didn't require it."

We persuaded him to put a star on the return order blanks of the two thousand names to which the improved two-color lot were sent. We left him in peace for nearly three weeks. Then he called and said he had his copy ready for another circular. When we called he asked us the approximate price for the job on India enamel in two colors.

He received the quotation with a gulp, but ordered the better circular with a twinkle in his eye and told us that, from the people who received the trial lot of two-color circulars, he had a "darned sight better returns" and that he was going to try it on the whole bunch.

This little affair, which has added about two hundred and eighty dollars to a monthly job, is too pleasant for us to keep to ourselves and we pass it on to cheer the rest.

Yours,

E. DeK.

* * * *

Hear ye, fellow craftsmen, while I give utterance to a prophecy—

During 1921 there will be less "printing" and more Direct Advertising.

That sounds paradoxical, but I mean what I say. We have passed through the period of wide-open purses, during which printed matter was bought with less than the usual parsimony. The extra color, the larger book, the new drawings and engravings, the better paper and the larger orders were yielded with less battling than in former years, and in spite of higher prices. That period of spending, during which some of us printers actually made a little money, can be given a fond and sad farewell—we are facing another age of brass tacks.

Business men will cut down on the playfully unlicensed buyer of *printing*. But, with lower prices prevailing on his own product or merchandise, greater availability of supplies for his business, improved labor conditions, decreased sales and renewed competition, those same business men will buy DIRECT ADVERTISING, which is printing that will help them sell their goods.

* * * *

I believe the basic factor of business profit can be based on *turnover*. The greater the sales in proportion to the invested capital, the greater can be the profit. The more rapid the turnover, the more returns from the invested capital, the greater the return from the labor involved, the more elastic the business and the more prosperous the owners.

If this economic theory doesn't seem apparent to you, dig up a book on economics of business, where you will find it explained and demonstrated at length.

I make bold to casually mention that the shoe manufacturers effect a turnover three times as rapidly as the average raw material industry—such as the metal industry. Apart from unnatural war-imposed conditions, the shoe manufacturing industry gives greater returns per dollar of actually invested capital than the metal industry.

Think a moment and you'll realize that the shoe industry is a one-hundred-per-cent *advertised* industry. You might mention those facts in emphasizing a client's need for some or more Direct Advertising.

* * * *

A large paper making firm reported, after extensive investigation, that the printer was the deciding factor in more than ninety per cent of the nation's paper purchases.

If we are that powerful in our guidance of the poor, unsophisticated business man's selection of paper, let us use our power in guiding customers away from some of the unintelligent buying so evident today. Let us guide their selections, not to any particular kinds or grades of paper, but to paper appropriate to the job in hand.

Let us occasionally forget shiny enamel for an antique stock. Antique paper is pleasant to handle and most of our type faces were cut to print on antique finish paper and appear better on it. When a piece of literature is all type and line engravings (if any), it should never be printed on shiny enamel. If there are but one or two halftones, it may be possible to change them over to zinc etchings or to print them on a separate section. Some types of photographic illustrations, such as buildings, scenery or portraits, may be pleasantly varied to mono-line or mezzotint halftones, or to halftones of 120-line screen, all of which may be successfully printed on the ordinary offset finish book paper. Dull finish enamel may frequently be used, and with wonderful results—not always—but frequently.

The shop that ignores dull finish enamel because it is difficult to print, is reactionary. The shop that strives and learns, makes progress. One of the most thriving printers in the East states that he has not used a high finish enamel more than six times in six years. Yet he prints for a wide range of business firms, from a *cobbler* whom he taught to advertise, to probably the world's largest public service corporation.

This is no harangue against glossy enamel. I'm for it and I use tons of it! Use it when it fits the job, but don't be afraid to get away from it when opportunity offers.

* * *

William A. Hersey, manager of mail sales of Ingersoll watches, said that four-page letters were their most profitable items of direct advertising. (Incidentally, Ingersoll watches depend to an enormous extent upon direct advertising.) You are more or less familiar with four-page letters. Typical specimens are shown in illustration below.

The first page may be either a reproduction of the regular letterhead or a special design. The letter, either in facsimile typewriting, with or without fill-in or printed from type, appears on page one. Pages two and three are display space, showing the article advertised, its uses, reproductions of catalogs or catalog pages, sales points, etc. The back page may be used for testimonials, further sales display or may be printed as a return order or inquiry blank.

For example: A firm handling wire and manila rope and manufactured rope articles makes, among numerous other items, an automobile tow rope. A list of garages and accessories dealers is selected. The four-page letter is designed as follows:

Page 1. Letter, telling about the new Hercules Autowrope, emphasizing the seasonable time for its sale, the special offer and other sales points.

Pages 2 and 3. Illustrating the Hercules Autowrope, showing method of application, a graphic illustration to show its strength and another to show how neatly and compactly it may be tucked away in the tool box or under the seat.

Page 4. Two or three interesting testimonials, reproduced in facsimile with zincs and topped by halftone illustrations of the writers in their cars. One picture shows Mr. X and his family in their automobile in Yellowstone Park and the letter tells how handy he found the Hecules Autowrope. Another shows Dr. Z in his Buick roadster and his letter tells how the Hercules Autowrope enabled him to pull himself out of a ditch and continue his trip to a farmhouse where he arrived in time to save a life.

The copy closes with an urge to the dealer to fill out and send in the enclosed order blank and to ask for window cards and little leaflets.

This one instance is typical of many that are within touch of your regular business. The four-page letter can be successfully applied in modest or boisterous form, in one or many colors, in small or large quantities and to almost every line of business.

A few evenings back I checked over the advertisements in four magazines of national circulation to learn how many users of publicity leaned upon direct advertising and used it to develop returns from their advertisements.

The percentage of advertisements which read "Send for interesting booklet," or some similar suggestion to develop an inquiry from the reader, ran as follows:

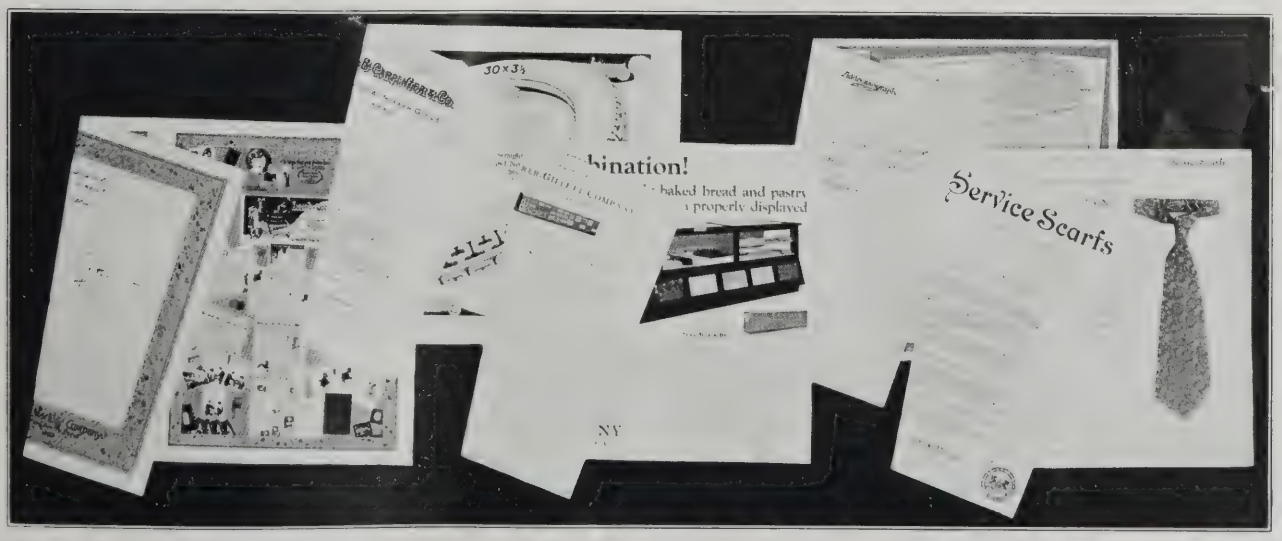
Saturday Evening Post	46 per cent
System	90 per cent
Advertising and Selling	50 per cent
Delineator	51 per cent

An average of 70 per cent of the advertisers in these four well-known publications were users of direct advertising to increase or develop further interest in their advertising.

These advertisers did not call in the publishers of the Saturday Evening Post, the Delineator, System, Advertising and Selling, or any other publication and ask "How much for a half page or full page advertisement in your magazine?" and then take the magazines that asked the least per page. They bought (or more likely, were *sold*) the advertising space on its merits, determined not alone by the number of readers per dollar of cost, but by the character of the readers and the results likely to be obtained as evidenced by other advertisers' tests. Further,

Continued on page 66

> IF you have a customer and want hints on what to sell him and *how*, write to me. I'll answer promptly and keep the correspondence confidential.
>
> *Pat Kay*



U.T.A. Offers New Service to Members of Specialized Groups

By FRANK M. SHERMAN
Director Department of Specialized Branches U. T. A.

> The Group Plan presents opportunities for co-operation in the solution of problems affecting a particular class of the membership which make it possible to bring tangible results—a most powerful argument in favor of its adoption by every local organization.

RECENT years have disclosed a steady tendency toward specialization in the printing business. The number of plants which carry on all of the operations involved in producing a general line of printing has grown less and less. The number of plants which specialize in some particular activity, selling their product direct to the printer, has shown a corresponding increase.

Twenty years ago there were practically no trade composition plants. Trade binderies were also very few in number. Law printing was, as a general thing, engaged in by concerns doing a general printing business. There were but few circular letter plants. In fact, the average printing plant of the early part of the century contained a mass of miscellaneous equipment, installed for the purpose of turning out "a general line of printing."

Every telephone directory will now disclose various classifications among the printers listed. The following may be cited as some of the groups into which the printing business has of recent years divided itself: Blank book, colortype, catalog, commercial art, circular letter, label, show or poster, publication or periodical, tariff, novelty, commercial and job printers. In many instances one concern may carry on several of the classes of work mentioned, but the tendency is rapidly toward specialization in some particular class of work, with a corresponding betterment in method and practice and a reduction in manufacturing costs.

A considerable number of plants, equipped for rendering specialized service direct to printers, have come into being. Today we find trade composition plants, with up to 20 typesetting machines, containing makeup and lockup departments rendering service to their printer customers. Some few of these plants represent investments of a hundred thousand dollars or more. These concerns, because of the specialized nature of their work, are enabled to operate economically, and number among their patrons printers who either have no such machines or find it desirable to send certain classes of composition and makeup to the trade plants to execute.

Trade rulers and binders, doing business with printers only, are now kept busy by the demands made upon them by printers. Large electrotyping and engraving establishments are also maintained by the business coming to them from printing establishments which do not operate departments to handle this class of work. Plants which confine their operations to composition on advertisements are being established in considerable numbers in the larger cities.

The underlying condition which has forced this change in the printing industry is an economic one. The plant doing a general line of work has not been able to compete with the specialized plant on a great many classes of work. In addition to this, the installation of the standard cost finding system by the U. T. A. has shown to the plant doing a diversified printing business that many of its departments were conducted at a loss.

For instance, the ascertained costs on composition may be so high that it is more economical to purchase this commodity from a trade composition concern; it may be shown that certain classes of ruling and binding can be purchased more cheaply from the specialized plant; other items involved in the finished job may be better or more economically handled by sending them to concerns which are equipped and manned for the particular class of work which is to be done.

The passing of time has but more clearly emphasized this condition, and shown that, steadily and surely, the printing industry is gradually breaking up into diversified plants. These specialized plants are each competently manned by men trained to do the particular class of work demanded, and equipped with the special machinery required. They have come into being because of the demand for their existence; they are here to stay, and their presence must be recognized.

One of the recent developments in connection with the work done by the United Typothetae of America in behalf of the printing industry of the nation has been the inauguration within the various local organizations of the so-called "group plan." This plan involves the organization into local groups (sometimes called divisions) of the various specialized firms holding membership. Each of these groups has its own special problems which confront it. By organizing as groups an opportunity is given members to meet together for a discussion of matters affecting them as a class, and to co-operate in such a way as to ameliorate the difficulties confronting them and remedy the ills which beset their particular industry. This plan brings a maximum of benefits to local members of the various groups, and has brought into the organization many concerns which it would have been difficult to serve without the group plan.

In recognition of the success of the group plan within the local organization, the executive council of the U. T. A. has authorized the installation at international headquarters of a new department—"The Department of Specialized Branches." It will be the duty of the director of this newly organized department to assist in the organization of branches of the parent organization which will include in their membership such concerns holding membership in the Typothetae as belong to the various specialized local groups.

The first of these branches organized was the Trade Composition Branch, launched in February of this year. This branch has been very successful in its effort to increase its membership list, a gain of over 100 per cent having been made in seven months. The recent convention of this branch at St. Louis disclosed that a considerable amount of real constructive work in behalf of the industry has been done, and there is every indication that

the whole printing industry has been bettered by the effort made by the Trade Composition Branch to stabilize conditions within its particular field.

The Law Printers' Division of the U. T. A. was launched at St. Louis during the recent U. T. A. convention. It is composed of members of the U. T. A. who are engaged in the printing of briefs, records and abstracts. An attempt will be made to secure the standardization, throughout the country, of the various rules governing this class of printing; a simplified cost finding system for law printing plants will be developed; standardized practices and trade customs will be worked out, and an effort made to bring every law printing firm in the country into the U. T. A. and the Law Printer's Division.

Each of the branches as organized will elect its chairman and executive committee, who will supervise the work carried on by the organization. This work will be done under the direct supervision of the director of the department of specialized branches at Chicago. The expense of carrying on the activities of the various branches will be borne by the U. T. A. out of the proportion of each member's dues which goes to the parent organization.

THEODORE HAWKINS, CHICAGO
President of Law Printers' Division

The inauguration of the new department is certain to have far-reaching results. It means that individual members of the organization will have an opportunity to co-operate on a nation-wide basis. It will be possible to establish trade customs and practices for an industry as a whole; cost problems may be worked out to cover the entire membership; educational activities may be engaged in which will result in the elimination of unethical practices; researches into manfacturing processes may be entered into, with a view to standardizing practices and operations, and thus cutting down costs of production. In fact, every activity engaged in by the parent organization for the benefit of the printing industry as a whole may also be engaged in for the benefit of any one of its specialized lines of business.

The connection between the individual member and U. T. A. headquarters will be more intimate. The special services offered by the various departments at Chicago will be more easily brought to the use of the member. Research work can be carried on for any

Continued on page 68

The Ludlow Typograph

Display Composition 8 to 60 point without mold or machine change

PRINTERS AND PUBLISHERS

have found, either from actual experience or impartial investigation, that the Ludlow is not only the fastest and most economical system for display composition, but also that it speeds up every other operation from copy to printed job.

Ludlow Typograph Company

General Office and Factory: 2032 Clybourn Avenue, Chicago
Eastern Office: 606 World Building, New York

THE LUDLOW

A Complete System for DISPLAY *Composition*

Set in Ludlowtype Series Note Perfectly Designed Characters and Full-Kerning Italics

Eight in the Morn

we make it just as regularly as the twentieth century express

SUPERIOR

MONOTYPE LINOTYPE MAKEUP

732 FEDERAL ST. HARRISON 2755-2756

Seventh District to Meet

The 7th District Typothetæ, which includes the states of Indiana, Ohio, Kentucky and West Virginia, will meet at Springfield, Ohio, November 8-9, at which time matters of vital importance to this subdivision of the national association, will be taken up and acted upon. Allen Collier, Cincinnati, is chairman of the district.

It is expected that at least 250 printers will attend. The program is as follows:

NOVEMBER 8

9:30—A Song or two—Led by Fred W. Haigh, Toledo.
9:40—Invocation.
9:45—Address of Welcome—Mayor of Springfield.
10:00—Address of President—Allen Collier, Cincinnati. Announcements.
10:30—Confidence and Co-operation—Wm. J. Eynon, President U. T. A.
11:00—Organization to Me—S. R. Southard, President Columbus Typothetæ.
11:30—Life of Franklin—John Clyde Oswald, Editor American Printer.
12:00—How to Advertise Your Own Business—Julian Wetzel, Indianapolis.
12:30—Typography—J. L. Frazier of The Inland Printer.
1:00—Random Talks by the State Vice-Presidents. Time to be allowed for the discussion of all subjects.
6:30—Dinner and Smoker—Given by Springfield Typothetæ.

NOVEMBER 9

9:30—Printing of Yesterday and Today—J. M. Thomssen, Cincinnati.
10:00—Selling from a Price List—E. P. Mickel, Nashville, Tenn.
10:30—Estimating from the Black Book—Geo. N. Voorhees, U. T. A.
11:00—Centralized Service—W. E. Husted, Cleveland.
11:30—Industrial Education—Chas. Bookwalter, Indianapolis.
12:00—Cost Finding and Accounting—H. C. Wedekemper, Louisville.
12:30—Our Labor Policy—M. M. Shellhouse, Connersville.
1:00—Industrial Insurance—T. R. Covey, Baltimore, Md.
Adjournment.
3:00—Business Session.

The name of the Herbert Journal Printing Company, Evansville, Indiana, has been changed to the Burkett Walton Company. The company has added a new photo-engraving department and additional machinery to its bindery.

"We'll Tell It To You"

If you'll listen to us, that our service is at your command every business day, in

Electrotyping and Nickeltyping

We'll try to satisfy you whenever we handle your work and we hope that will be often.

We have the HERRICK CUTS, too, that you'd better stock up on. They're useful.

Schroeder Bros. Company
120-124 W. Polk St., Chicago
Phone Harrison 6062

Bringing the Advantages of Non-Distribution to the Small Plant

By J. N. CLIFFORD

TRADITION seems to demand that all accounts of printing processes begin with a "brief" historical review of the development of the process. In fact, all the very best authors on topics typographical invariably begin with Gutenberg and proceed by more or less easy stages to the twentieth century. Quite naturally, then, the historical background was sought for non-distribution; but careful research shows that this idea "just growed," like Topsy. It may have sprung, like Minerva, from the brow of Jove, full panoplied and armed; but no record can be found of when or where its advantages were first put into effect.

Undoubtedly the first typesetting machine gave this principle its first application; the matter was so composed that it defied distribution. As all of this material was melted up after use, the germ of the idea may be isolated and identified as having inhabited the first machine that produced composition. But today the word non-distribution means a system of composing room efficiency by which each compositor is continuously supplied with new type, spacing material, leads, slugs, and rules; and whole forms composed of this material are melted up after use and recast into new material. The practical success of the principle itself may be gauged by the degree of completeness with which compositors are so supplied.

It seems clear from an examination of the early advertising of the various machine companies that not even they really grasped the possibilities of the non-distribution system; apparently, the users of the machines themselves have worked out the idea to its present efficiency. Certainly the pioneers made their own provision for maintaining reserve material, although today storage cabinets for type and other material may be had in any quantity and size that may be desired.

In the early days the word "non-distribution" had not been coined, and the governing motive seems to have been to replace type as often as it showed wear. Through this system the supply frequently overmatched the demand, and because of this fact it was occasionally felt to be expedient to melt up forms merely because the composing room was so crowded with work that no time was left for distribution, and the reserve material made this procedure possible. There was no thought of economy in this, and for a long time the owners of these machines looked upon them as an expense, though in this respect they were felt to justify themselves in the quality argument which they gave the sales department. Then someone in the accounting department noted that the cost of hand-composing room work varied, and that it was lowest when this expedient was temporarily in effect. The more deeply this was gone into, and studied in relation to the percentage of productive time, the further the practice was extended as a permanent operating policy.

Since that time means have been devised for casting from hot metal practically all the material needed in a composing room; the machine manufacturers have put the force of their advertising and selling organizations behind the idea, and printers all over the country are developing and perfecting its workings in their own plants. In Chicago alone are more than fifty large plants where either partial or complete non-distribution is the rule.

The question then arises, just what conditions have been most effective in popularizing this system? Setting type by machine was undoubtedly its first victory. Then came machines for display type casting, which made it easy to have all the cases well filled at all times. Following this came the shorter workday, higher wages, and a general increase in the expenses of all departments. Composition became so expensive that the conserving of time was imperative, and by comparison type casting was found to be more economical than distribution. A further consideration not to be disregarded is the development of quality standards and an insistence upon them, by the buyers of printing.

Compositors welcomed the relief from the drudgery of distribution, and the executive departments, who had often noted the lack of enthusiasm which their men displayed toward this labor, were pleased with the changed attitude now manifest. As an incidental by-product, the reduction of press makeready time not only increased the output (and the profit) but added substantially to the final service rendered the customer.

The smaller printer may have felt (and some of them have so stated) that this system, whether desirable or not, is applicable only to the large plant where the necessary equipment may be kept busy. But this point is not well founded. Trade composition houses, who have noted and studied the development of this system, have tried it out in their own composing rooms, where every class of work is handled and where every unfavorable circumstance would be experienced. Several of them have established departments for the furnishing of this service to their clients, and others are perfecting their plans for production of this material.

The economic importance of the trade composition plant is well established; most of our readers have availed themselves of one phase or other of their facilities, and the announcement of this new element of service has met with a flattering response. Many of the smaller shops are somewhat handicapped from the standpoint of equipment, because they are not planned to give so complete a printing service as their larger brothers. So far as composition or makeup were concerned, they have been enabled to meet the demands of their customers very acceptably through the co-operation of the trade plant; but many weary hours in hand composition must have been their lot because of a limited supply of material. Added to this has been the uncomfortable task of talking a buyer into what the plant had to offer, instead of being able to give him freely what he wanted when he wanted it.

More truly than ever the printer may now make the trade composition plant a part of his own composing room. Chicago is fortunate in numbering among its trade compositors some of the most progressive men in the business—men who have been keen to study the requirements of their customers, and quick to furnish every element of service that has proven value. They have made for themselves a very enviable business record, and in this new feature are giving added evidence, if that be needed, of their thorough understanding of the field.

The Bureau of Immigration of the United States reports that during the year ending June 30, 1920, there came to this country 146 editors, 52 bookbinders and 521 printers. During the same period, 24 editors, 11 bookbinders and 70 printers left for other fields.

Ben Franklin Monthly

PUBLISHED FOR SERVICE TO

Printers, Paper and Supply Houses, Engravers, Electrotypers, Binders and Paper Rulers located in the Industrial West

Managing Editor - - - - - P. A. Howard
Editor - - - - - - - - - C. J. Nuttall

BEN FRANKLIN PUBLISHING CO.

P. A. Howard - - President and Treasurer
E. P. Howard - - - - Vice-President

508 South Dearborn Street, Chicago
Telephone Harrison 6113

Advertising rates on application. Forms close 25th of each month. Subscription rate $2.00. Single copies 20 cents

Read 'Em All

THE editor of a famous national magazine was once told by a friend that he had read a recent issue of the publication "from cover to cover." The editor replied that he was very sorry to hear this, because his magazine was edited to please several million readers and not any particular one. "For," he said, "if you found every article of interest, then the magazine was edited in accordance with your viewpoint. Instead of that, it must be edited from the viewpoint of several million persons. If every reader finds two articles in each issue of my magazine which please him, then he has received his money's worth and I am satisfied."

In a lesser degree the editors of *Ben Franklin Monthly* feel the same way. This magazine cannot—and should not—be edited to hold the interest of every subscriber from cover to cover, or, rather, it should not be edited so that *every* article pleases any individual reader. We believe *Ben Franklin Monthly* has now reached the stage where every reader will find several articles of interest and value to him. To find what these articles are, it becomes necessary to read from the first to the last page. When that is done the reader will have received information of value to him and also will have found what interests others.

There is one section in every trade journal which should interest all readers. The appeal of the advertising pages should be universal. When one is interested in the great outdoors, for instance, it is a hundred to one shot that, when he picks up a magazine given over to outdoor sports, he will read the advertisements. He will be interested in tents and fishing tackle and boats and guns. He will read the advertisements, if for no other purpose than to be well informed, to be able to talk intelligently with his friends and to have the pleasure of imagining himself the owner of some of the latest sporting paraphernalia.

Since this is true, how much more should the advertisements of the men who aid him conduct his business, by keeping him up-to-date and efficient, interest the printer! By reading the pages of *Ben Franklin Monthly* the printer can keep informed on new innovations, new labor, money and time-saving machinery and new services offered him by the supply and paper houses.

Therefore, if you are to remain in the race, we urge you to give the advertising pages of *Ben Franklin Monthly* your attention each month. It will pay you. Try it, and see.

That 44-Hour Week

THE 44-hour week is the problem confronting the printing industry today with, perhaps, more insistency than any other.

The sentiment of the entire country and in all industries seems to be overwhelmingly against it, providing the unions are excluded. With the present condition of the industry, with the demand for printing greatly lessened, the shorter week would come as a Godsend if inaugurated immediately. Cutting four productive hours from the working time of each plant in the country means 160,000 hours less of productive time which must be filled with work, already scarce. Fewer working hours would mean more work to be distributed among the 40,000 plants of our country and a maintenance of just prices.

Unfortunately, the shorter week will not go into effect until May 1, when, every indication shows, the demand will have again reached and even passed normal, and every working hour possible will be needed to fill orders. It is then the hardships of the 44-hour week will be felt.

However, this is only one way of looking at the problem. As it is, in those cities where the closed shops have agreed to the shorter week, the competition between the closed and open shops will only become more serious. This is one evil which should be eliminated by the plants themselves through closer co-operation. It is natural to assume that those plants which operate four hours longer each week than the others must have four hours more of work, which must come from only one place, the plants running 44 hours. Perhaps such a condition will not result. It is unfortunate, however, that there is not an organization in the industry strong enough to either control all of the employers or all of the employes.

The action taken at the St. Louis convention by those printing centers which had already agreed to the short week, is to be commended. The employers expect the unions to live up to their contracts and by so doing must live up to their own. The spunk of other cities, not bound by such an agreement, is to be admired also, for these cities will have to face problems equally as serious as those with closed shops operating 44 hours and open shops operating 48 hours.

What the ultimate outcome will be is hard to forecast. There isn't a city in the country, as far as can be learned, that favors the reduction in working hours. Yet, on the other hand, the same sentiment prevailed at the time the 48-hour week was first proposed. Nevertheless, the industry forged ahead. Let us hope that the same result will follow the present move.

Just one word. Make up your minds that the 44-hour week has come to stay, much as we may dislike it. It is the result of organization on the part of the employe and lack of it on the part of the employer. The employer can blame only himself, but he has learned a lesson from what the unions have accomplished; he has at least learned the value of "organization."

Erratum

A REGRETTABLE error was made in the October issue of *Ben Franklin Monthly* in the story on the "Square Inch Makeup Table" on page 36. In illustrating the practical use of the table the sentence, "This amount divided by 34 (the figure opposite the eight point column) would equal 11.63 cents, or the rate for one square inch," should have been "This amount divided by 34 * * * would equal 11.76 * * *" This makes the page rate in the example $7.06 instead of $6.98. The table itself is absolutely correct, the mistake being in the illustration and not in the scale.

Keeping a "Stiff Upper Lip"

ON ANOTHER page of this issue will be found an article taken from a recent issue of the Chicago Franklin-Typothetae bulletin. The contents of the article are important to printers in Peoria, Toledo, Detroit and Madison as well as Chicago, for the industry is facing the same problems the country over.

At the present time the printing industry is confronted by a period of depression calling for all possible saneness, for in the face of increasing labor and material costs, the demand for printing has decreased in no small measure. There need be no alarm on the part of any individual if he lives up to the lessons learned during the last five years. The depression is only temporary and is the natural result of two years of unprecedented prosperity. That the demand, which has during that time been abnormal, should again return to more nearly normal is natural. That demand should go even a little below normal, is also natural at a time when our country is going through a period of political and financial readjustment.

Despite the fact that demand may seem to be lower than its natural level, there need be no fear. All that is necessary is for each individual plant owner to remember that he can still make a profit, although doing a smaller volume of business. The danger comes when price cutting starts. The fear of idle presses is very often the cause of unfair business methods. There is still enough printing for all plants to get a share, *and with prices kept as they should be, make a profit.* It is only when cut prices start that *profits begin to diminish.* Don't try to hog the situation by taking a job away from a competitor through illegitimate prices.

You wouldn't do it when there was plenty of work. We have faith enough to believe you won't do it now.

Keep ever in mind the fact that when cut-price work comes in the door *your* prosperity and that of your industry, quickly takes leave by way of the window.

Should Paper Be Substituted

TO WHAT extent should the printer deviate from the orders of the customer?

To none, unless the customer is consulted first.

If the customer has made a mistake, or has called for something impossible for the printer to do, or has asked that the printer perform the work in a certain way, involving more expense for the customer, then by all means tell him about it. He will give you permission to change. If some other paper will fill the requirements of the job better than that order by the customer, then take it up with him. Prove your point by showing how better results can be obtained or money saved by making the change. That is the "service" idea in printing.

But to change paper used from that called for by the customer without first consulting him, either because the printer can make more money by substituting or because the kind of paper specified is not easily obtainable, becomes a crime in the eyes of one's fellow printers as well as the customer.

The practice isn't a very general one, it is true, but it is equally true that certain printers do substitute paper. A survey taken in one city by the local Typothetae showed a number of the members had substituted the paper in one job on which an estimate had been asked.

The best interests of the industry demand that each individual printer live up to the rules of the profession, which demand a square deal for the customer as well as the printer.

MOSER'S SHEFFIELD ENAMELED

THE STANDARD No. 1 WHITE COATED BOOK

WHEN we introduced this paper to the printing trade of Chicago and the Middle West many years ago, its reception was most enthusiastic. Pressmen everywhere testified to the ease with which they could get satisfactory results by its use.

There was no lifting of the coating when printing heavy black cuts—no unusual stretch or shrink to interfere with the register of a process job, and they were delighted to discover a paper that would produce these good results with a lighter impression, or "squeeze," than they were accustomed to employ, for that meant less wear on their plates and halftone cuts. SHEFFIELD ENAMEL, therefore, became popular at once. Since that time it has been made continuously at the same mill and under the same specifications as to color, finish and folding strength.

That's why SHEFFIELD ENAMEL can be depended upon to run uniformly good at all times.

MOSER PAPER COMPANY REFLECT MOSER PAPERS TRUE VALUES CHICAGO, U.S.A.

Trade Mark Reg. U. S. Patent Office

FOR SALE ONLY BY

MOSER PAPER COMPANY

PLYMOUTH COURT
CHICAGO

WHAT THE HOUSE ORGANS ARE PLAYING

Returns From House Organs

DOES a house organ published by a printer pay? Ask any of the firms who publish house organs and you will hear a unanimous and loudly exclaimed "Yes."

We have seen house organs published by nearly every trade and industry in the country and those of some of the printers in our own Northwest compare more than favorably with the rest of them. And why not? There is more chance for a printer to publish a live, up-to-date house organ than any other class of industry, as every word, every line, every page and every issue is an example of his own printing, his type forms, his make-up, and more than anything else, his own ability to express on paper his ideas of how printing ought to be done to get the story across.

It is the best possible kind of advertising for the printer. If his publication meets with the approval of the trade, if its arrival is looked forward to with pleasure by the trade, if it is read with interest, the suggestions contained therein remembered and followed by the readers—its work is accomplished and ORDERS will follow. A printer who can send a regular message by a house organ to a selected list of buyers of printing and through this medium show this buyer that he can turn out printing just a little bit better than the other fellow, combining good work with good service, he will increase his list of customers materially and make the house organ more than pay for itself.

Those who publish house organs have found that it pays, and we are pleased to notice that more and more of the printers are waking up to the possibilities contained in these publications and are getting into the game. It pays. Some of you who do not publish one ought to try it. —*Empeco Paper News, Minneapolis.*

Cheap Printing Costs More

SOME years ago the question "Who pays for advertising?" was definitely decided.

Inasmuch as advertised commodities gave a quicker turnover and a larger yearly net profit to the dealer, *he* didn't pay for advertising.

And, because it reduced overhead costs, cut sales expense and increased profits to the manufacturer, *he* didn't pay for it.

And, as the consumer got better goods for the same or less money, *he* didn't pay for it either.

Then who did pay?

Why, the fellow who *didn't advertise!*

He paid the bill in trade he lost to his more progressive rivals.

By the same token, who pays the difference between good printing and poor printing?

Isn't it the fellow who buys *poor* printing? He *pays* for what his wiser rivals buy—pays "through the nose"—pays in lost prestige and business.

And the difference in cost is so small a matter, figured in the total cost of the printed matter in the prospective customer's hands, that buying "cheap" printing is truly "saving at the spigot while wasting at the bung."

—*Quids and Quads, W. P. Dunn Co., Chicago.*

Common Sense in Advertising Copy

THE other day a customer came into the office with rough copy for a four-page letter. He had invented a device with considerable merit, which he wished to market through the retail trade.

The copy, prepared by himself, was crude, and he asked us to dress it up. This brought up the question of the logical way to sell this device. Our suggestion of the direct business-like appeal to his jobbing trade, showing them the way to market the product, a new one to them, through the retailer, and emphasizing the profits and repeat business possible, was rejected.

The customer, after wrestling with the copy for a week or more, finally turned it in for printing. In a piece of advertising intended to secure jobbing connections, appeared a meaningless jumble of such phrases as "wonderful invention," "marvelous device," "greatest thing on earth," and a conglomeration of claims intended for the consumer's consumption. Not a word to the jobber about its sales possibilities, or the profit to be derived from the business.

Needless to say, the money spent was wasted. The customer was an inventor, not an advertising man. Had he not spurned the advice of others who had studied advertising and as far as possible could aid him in steering the proper course, his chances of initial success would have been good.

Good advertising is only common sense applied. True, not everyone with common sense will make a good advertising writer. And, as a matter of fact, really good advertising men are scarcer than hen's teeth today, and consequently high priced as well.

Cleverness is good, yet we can't all be clever. But logical application of the principle of common sense, with proper illustrations and convincing argument, using color in illustrations and text where it is practical, will go further to "put across" a piece of advertising, in nine cases out of ten, than the mere cleverness that attracts but does not sell.

—*The Stamp, Faithorn Co., Chicago.*

Personality in Print

SUPPOSE a salesman should call upon you—equipped with scarlet shirt, violet tie, green spats with yellow buttons, huge cut glass stickpin and finger ring, a gold-filled log-chain for his watch, a crooked black brier cane, clothes cut a la flourish, hat brim curved to match the sweep of his waxed mustache, and a fat, black, heavily gold and purple banded cigar jammed in the corner of his gold-toothed mouth.

He'd have a hard time selling you the best proposition on the market, wouldn't he?

Personality in print must be watched just as carefully as personality in the salesmen who represent (or misrepresent) you.

You could sell most of your prospects yourself if you only had the time to tell them the story yourself. You can word the story just as forcefully in your circular, or catalog, but you can't go along to put your personality back of it.

—*Quids and Quads, W. P. Dunn Co., Chicago.*

State Printers Lose Thirty-three Per Cent on Wisconsin Contracts

WISCONSIN printers who are contractors for State printing are losing thirty-three per cent on all such work produced, because of the low rates allowed by the State legislature. The State of Wisconsin in its constitution specifies that its printing be let to the lowest bidder. The legislature has established a series of maximum prices from which a percentum of discount is to be bid. For years these prices were sufficiently above cost to enable printers to offer a discount and come out "whole." Since the war, however, they have been inadequate, causing State printers to lose heavily. In addition the State refuses to allow anything for make-up, lock-up or storage, the State claiming that these are covered in the item of composition. Since the maximum allowed for composition of plain matter is only 60 cents per thousand ems, it can be seen that a discount bid from this amount, which must also cover make-up and lock-up, means a serious loss to the printer doing the job.

One Wisconsin printer in a recent letter said: "If the State printing law is studied carefully it will be noted that no charge is allowed for make-up and lock-up of forms and that the higher amount granted for the smaller press runs is entirely inadequate for press make-ready. Forms are frequently ordered held, which means unlocking and tying up. When reorders are sent to the printer, he is allowed nothing for storage, lock-up, etc."

In view of these conditions printers of Wisconsin have refused to bid on State work and are awaiting the action of the next legislature, which convenes in January and which, it is hoped, will create a new set of maximum prices. Work up to January, 1921, is covered by contract; and until a new law is passed providing adequate maximum prices the State will have to buy in the open market. The State's work amounts to several hundred thousand dollars annually, aside from paper which is purchased by the State.

Printers of Wisconsin are optimistic in their viewpoint of the expected action of the next legislature and the matter of better compensation for printing will be one of the first matters brought to its attention. Those in charge in the office of the State printing board realize the injustices which are being done under present contracts.

State printing has of late years become a serious problem with those dependent upon this class of work to keep their presses running. Controversies have arisen in a number of States, one of the latest being New York, where the J. B. Lyon Company, of Albany, has filed a claim against the State for a loss of $50,638.90, which was incurred in filling printing contracts for 1917 and 1918 legislative sessions.

Book Shortage in Illinois

Illinois public schools are feeling the shortage of text-books brought about by the refusal of the authorities to grant increased prices. The same prices prevail as during 1917, and publishers refuse to turn out text-books at a loss.

No Chance for such an accident if your presses are equipped with "GENE" TURNER SAFETY GUARDS. Then there are 62 other money-saving devices in the Vest-Pocket Catalogue. Write for it.

"GENE" TURNER, 30 Euclid Arcade, Cleveland, Ohio

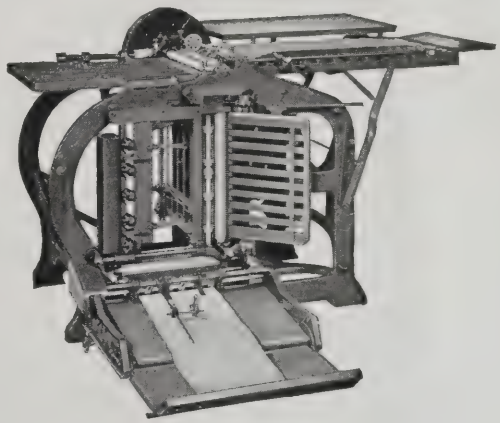
What You May Expect

of

The Model "B" Cleveland Folder

EFFICIENCY ECONOMY
SPEED VERSATILITY
ACCURACY

We have a book that explains why the "CLEVELAND" is the ideal folder. Write for your copy



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The Manufacture and Sale of Cleveland Folding Machines in Canada, Newfoundland, and all Countries in the Eastern Hemisphere is controlled by the Toronto Type Foundry Co., Limited, Toronto, Ont., Canada

CHICAGO

The Hub of the Industrial West

Chicago Apprentices Get Increase

THE following supplementary wage scales have been adjusted by the scale committee of the Franklin-Typothetae of Chicago and representatives of the unions concerned. All are retroactive to August 25 with the exception of the scale for rulers, which is retroactive to August 30:

Chicago Typographical Union No. 16
Apprentices

First year	$15.50
Second year, first six months	18.00
Second year, second six months	21.00
Third year, first six months	23.00
Third year, second six months	26.50
Fourth year, first six months	28.50
Fourth year, second six months	32.00
Fifth year, first six months	35.50
Fifth year, following three months	40.00
Fifth year, last three months	44.00

Bookbinders' and Paper Cutters' Union No. 8
Apprentices

First six months	$17.50
Second six months	18.50
Third six months	22.00
Fourth six months	23.50
Fifth six months	26.00
Sixth six months	28.50
Seventh six months	34.00
Eighth six months	38.00

Chicago Mailers' Union No. 2

Mailers	$45.00

Paper Rulers' Protective Association No. 26

Rulers	$51.00

J. M. Bundscho, advertising typographer located at 58 East Washington street, last month purchased the entire composing room equipment of the Charles Everett Johnson Company, 177 North State street. The plant was a new one, having been only recently installed at cost of $20,000 to do advertising composition. Both Mr. Bundscho and the Charles Everett Johnson Company are well known in the advertising field, where their services are always in demand as advertising and typography specialists.

A new building to house printing plants exclusively, is under way at 637-41 South Dearborn street, extending through to Plymouth court. The building is to cost $80,000 and will be of four stories, 75 x 76. It will be ready for occupancy January 1. Edward S. Hunter, owner of the twelve-story Hunter building at the southeast corner of Madison and Market streets, is the builder.

Fred S. Miller & Company, job printers, have moved from 508 South Dearborn to 422 on the same street, where they have taken over the space made vacant by the removal of Stein Bros. & Company, bookbinders, to 426 South Clinton street.

Jager Buys Morey Plant

OF INTEREST to the Chicago trade is the news of the purchase of the Morey Linotyping Company, 508 South Dearborn street, by George C. Jager, formerly connected with the Charles L. Just Typesetting Company, as secretary, and previous to that, with the Superior Typesetting Company for a number of years.

GEORGE C. JAGER

The purchase was completed October 4, when Mr. Jager assumed control of the company, the name of which was immediately changed to "Geo. C. Jager, Typesetting." A. T. Morey, who has operated the company since 1905, has retired from activity in the printing industry and will take a well-earned vacation.

The equipment of the plant now includes three No. 5 Linotypes, with make-up equipment. One of the Linotypes has been added since Mr. Jager took over the plant. Orders have also been placed for a No. 8 Linotype and two Monotype keyboards and casters. With this equipment and the experience of Mr. Jager, the company should be assured of immediate success.

The Transportation Bank of Chicago, on whose board of directors a number of Chicago printers and supply men hold prominent positions, opened its doors in the Transportation building, 600 South Dearborn street, on October 15, with paid in capital of $250,000. W. J. Hartman, one of the founders of the first printing organization among printers in the city of Chicago and responsible in no small measure for the first printers' cost congress, is president. Other men prominent in the industry who are connected with the institution are W. F. Donohue, M. A. Donohue & Company; W. E. Dwight, Dwight Bros. Paper Company, and W. H. French, Barnhadt Bros. & Spindler.

A recent Illinois incorporation is a new company to engage in general printing, engraving and publishing, known as Lyons & Carnahan, and incorporated for $300,000. Those interested in the company are C. C. Taylor, G. Carpenter and C. H. Pelger. The plant will be located at 623 South Wabash avenue, Chicago.

The next meeting of the Printers' Supplymen's Club will be held at the Hotel Morrison, November 5. A good program is being prepared by the newly appointed entertainment committee of which Eddie Furlong is chairman. Tom Willis is another member of the committee.

The estate of Mrs. Jane Donohue, widow of M. A. Donohue, founder of M. A. Donohue & Company, has been appraised for probate at $90,000.

Chicago Firm Makes Quarter Million Purchase

A TRANSACTION of considerable importance to lithographers of the country took place last month when the Edwards & Deutsch Lithographing Company, of Chicago, purchased the plant of the Milwaukee Lithographing Company, Milwaukee, for the sum of $215,500, paid in cash. The same firm also purchased the entire plant of the Bancroft Printing Company, 514 North Dearborn street, Chicago. The offset presses of this concern have been moved to Milwaukee and added to those of the Milwaukee Lithographing Company, which will hereafter be known as the Edwards & Deutsch Milwaukee Lithographing Company.

The Edwards & Deutsch Company has also increased its capitalization from $200,000 to $600,000, a stock dividend being declared to the stockholders of $400,000.

The healthy condition of the Edwards & Deutsch Company, and true of all Chicago lithographing plants, is proven by the fact that the purchase of the Bancroft and Milwaukee companies, involving over a quarter of a million dollars, was made without the aid of a bank and without the sale of stock. This amount, together with heavy dividends and taxes paid during the year, came entirely from the surplus or reserve of the company.

With the purchase of the Milwaukee concern the Edwards & Deutsch Company fittingly celebrates its twenty-fifth anniversary. It is one of the largest and most important firms in the country and is noted for its exceptionally high-class work. The Milwaukee Lithographing Company also has made a name for itself by reason of its work for many large manufacturers throughout the United States and Canada. The consolidation of the two, under the management of the Edwards & Deutsch Company, assures the buyers of lithography of continued high-class service and workmanship. The officials of the Edwards & Deutsch Company are Joseph Deutsch, president; C. T. Fairbanks, vice-president, and A. C. Deutsch, secretary-treasurer. A. F. John, who has operated the Milwaukee plant for the past five years, has been made a stockholder in the company and will continue in charge.

The American Bank Note Company is building a $90,000 two-story addition, 70x190 feet, to its five-story building at the northwest corner of Indiana avenue and East Twentieth street.

Six Apply for Membership in Craftsmen's Organization

SIX persons applied for membership in the Chicago Club of Printing House Craftsmen at the first fall meeting of the organization held at the Central Y. M. C. A., Tuesday evening, October 19, with President Wm. R. Goodheart presiding. The applicants were: Frank M. Sherman, secretary of the International Trade Composition Association; C. H. Lamb, Chicago manager for E. C. Fuller Company; Harry L. Everest, western manager for the Harris Automatic Press Company; Harry A. Sackett, J. Walter Thompson Company; B. J. Kiley, manager Frederick H. Levey Company, and Ed. Volkmann, Indiana Chemical Company.

Stearns Brothers & Company, printers at 619 South La Salle street, are having plans drawn for a $225,000 three-story reinforced concrete building at the southwest corner of East Huron street and Fairbanks court. The new building will front 100 feet on Fairbanks court and 175 feet on Huron street. When completed it will be equipped with the most modern machinery obtainable.

Chicago printers of the Republican faith aided materially in the campaign for the election of Warren G. Harding and Calvin Coolidge as president and vice-president of the United States, through a "Harding and Coolidge Graphic Arts League." William C. Hollister was chairman of the "league."

The Marion S. Burnett Company has just completed the installation of another Miller Automatic Feeder with the latest attachments. The company also has ordered a new Kelly Automatic Press, with a view to further efficient service in the way of pressroom facilities.

The Northwest Press, 2343-2345 Milwaukee avenue, has been purchased by N. Paulson and the son of Gus G. Martin, the former owner. The name has been changed to the Martin Press.

The name of the Edgewater Press, 1124 Foster avenue, has been changed to H. C. Frisbie & Company. DeWitt Frisbie, brother of H. C. Frisbie, has become one of the owners.

The Wallace Press, 540 West Harrison street, has added a cylinder press to its other equipment.

Rogers & Company, Chicago, recently installed eight new Dexter Auto feeders on their 4/0 Miehles.

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The Franklin-Typothetae of Chicago
Rooms 1143-1146 Monadnock Block
Telephone Harrison 6392

Comprising
Franklin Division
Typothetae Division
Machine Composition Division
Blank Book, Loose Leaf and Rulers Division

Printing Trades Credit Association
C. I. Kagey, Secretary

Chicago Printers Hear Banker Tell of Business Conditions

"DON'T rock the boat" was the advice David R. Forgan, president of the National City Bank of Chicago, gave 250 printers at the October meeting of the Franklin-Typothetae, held at the City Club, Thursday night, October 28. While prices are due for a decline in all lines, there will be no panic, and steadiness on the part of American business men will result in an aftermath just as prosperous as the period we have just passed through. A let up in business is to be expected at this time and it is only the beginning of the reconstruction period after the war, Mr. Forgan further declared. That there is no need for worry and that panics are a thing of the past, was Mr. Forgan's assertion, based, he said, on the fact that the Federal Reserve System safeguards the banks.

Another speech of importance to the printing trade was that of Frank R. Wilke, Milwaukee, who told of the possibilities of the small shop. Mr. Wilke is a small shop proprietor himself and vividly portrayed the usual owner of such a plant. That just as great possibilities exist in the small plant as in the large one was proven by the speaker's statistics on his own plant, where he has been able to make a return of 75 per cent on his investment.

Mr. Wilke also declared that the small shop is usually a "lightning rod used by buyers of printing to run prices into the ground." Instead of large plants being responsible for many of the bad business practices, including cheap work, the small job office is largely to blame. The small plant should follow the same methods as those used in larger plants. Work can be routed similarly, and the same quality of work can be turned out, providing the proprietor accepts only those jobs which he has a right to handle.

Describing the average small shop owner as a "cry baby" very much in need of the barber and a clean shirt, whose office "usually runs into the plant with the windows showing a lack of water," Mr. Wilke said the buyer of printing is immediately impressed with the fact that the small shop is "cheap" and should therefore do cheap work. The office in any plant, no matter what its size, should be separated from the mechanical department and should be furnished the same as the office of a large plant. The impression the buyer gets on entrance into such an office is one of quality and service, for which he is willing to pay a fair price.

One of the first essentials in operating a small plant is the installation of a cost system, Mr. Wilke declared. He showed how the Standard Cost System had earned over three thousand dollars for him last year by disclosing leaks in his plant which were stopped before serious loss was sustained.

Both addresses were top-notch attractions, as evidenced by the fact that fully fifty per cent more members than usual were in attendance at the meeting and heartily applauded the speeches of both Mr. Forgan and Mr. Wilke. Another address of importance was that of Theodore Hawkins, who spoke on costs, illustrating his talk with charts. These showed that only about one-sixth of the members have cost systems and only two-thirds of this number send in 9-H forms each month so that a composite statement for the industry can be prepared.

The report of the ways and means committee given by E. E. Laxman, its chairman, showed that there are now 503 members in the Franklin-Typothetae of Chicago and that 147 students are enrolled in the educational classes of the association; 105 in the Estimating class, 19 in the Salesmanship class, 12 in the Cost Finding class and 11 in the Accounting class.

Other speakers listened to with interest were Joseph A. Borden, former general secretary of the U. T. A., and W. G. Penhallow, secretary of the Milwaukee Typothetae, who told of the work being done in his city.

Chicago machine composition men are becoming more and more interested in the Standard Cost Finding System, and it is expected that by the end of this month at least ten firms will be in shape to furnish the accounting department of the Franklin-Typothetæ with 9-H forms from which a composite statement for the month of November will be prepared. The latest "converts" are the S-K-H Typesetting Company and A. R. Buckingham, both of whom have had the system installed recently.

Six new members were taken into the Franklin-Typothetæ of Chicago during the past month. They are the Kinney-Hood Printing Company, Lincoln avenue and 138th street; Metropolitan Printing House, 2725 Trindeville street; Holyoke Press, 39 East 111th street, Roseland; Adams Press, 4876 Broadway; Barrett Bindery Company, 732 Federal street, and the Irving Press, 3228 Belle Plaine avenue. The members now total 503.

Fred C. Laukert

BOOK BINDER
and PAPER RULER

is always on the job to give you service — and the quality of his work speaks for itself.

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712 Federal Street
CHICAGO

Many Enroll for Educational Classes

Over 100 students are enrolled in the four classes offered by the Franklin-Typothetæ of Chicago, for the fall and winter months. Classes were started the week of October 25, following registration which took place the previous week.

The accounting course, taught by E. C. Flinn, chief accountant for the local association, meets every Wednesday afternoon at 3:30 o'clock in Room 464, Monadnock building. The class in Estimating, taught by E. L. Wilson, efficiency engineer for the Franklin-Typothetæ, meets at the county building on Monday nights, and the one on Cost Finding, conducted by D. J. McGowan, another cost expert for the organization, meets at 3:30 o'clock Thursday afternoons at the same place as the Accounting class. The teacher for the class in Salesmanship had not been selected at the time of going to press.

PHONE MAIN 4757

Simpson, Bevans & Co.

Electrotypers
Engravers

322 West Washington Street
CHICAGO

Announcing Chicago's New Typesetting Service

TO the many printers, publishers and advertising agencies for and *with* whom I have been working, I desire to announce that I have severed my connections with the Just Typesetting Co. plant and have purchased the Morey Typesetting Company, 508 South Dearborn street.

I am now in a better position than ever to render an efficient trade composition and makeup service—enlarging the plant and installing additional equipment to enable me to take care of any composition and makeup requirement quickly and economically.

My years of experience with every kind of composition justifies me in assuring my patrons that the quality and service of my new plant will be equal in every respect to the best obtainable anywhere.

Geo. C. Jager
TYPESETTING
508 SO. DEARBORN ST. HARRISON 6008
CHICAGO ILL.

GEORGE C. JAGER

U. T. A. EXECUTIVES

WALTER R. COLTON, Chicagoan by birth, educated in Columbus grade and high schools and Ohio state university. For several years house salesman and stock buyer in wholesale dry goods and notion house. In 1894 employed by The Champlin Printing Co., Columbus, Ohio, where he was successively, collector, bookkeeper, superintendent and secretary of the company. In 1904, having disposed of his shares in this concern, he became connected with The American Publishing Co., selling under the title, "W. R. Colton, Precise Printer."

Walter R. Colton
Director of Research.

In 1897, the Employing Printers' Association was formed, of which organization he was elected secretary, continuing to hold this position when the association was merged into the Ben Franklin Club of Columbus. This secretarial work becoming of such increasing importance that it was impossible to do both positions justice, he left the American Publishing Co. to devote himself to the secretaryship of the two local printers' organizations, the Ben Franklin Club and the Union Employing Printers' Association, later taking on also the secretaryship of the Ohio Printers' Federation, in connection with which work he issued several price lists and books on square-inch composition, besides contributing articles to the trade journals on the hypotenuse oblong, margins, labor problems, ethics, etc.

In March, 1918, the United Typothetæ of America having begun field work in Cincinnati, Ohio, he gave up secretarial work for this new field. After completion of the Cincinnati survey, he formed Typothetæ locals in Toledo, Ohio, and Albany, Troy, Schenectady, Cohoes and Syracuse, N. Y.

Having for many years, in connection with his secretarial work, collected and disseminated data on all phases of the printing industry, he was, in November, 1918, called to headquarters, where he has continued this line of work as director of the department of research.

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CALUMET NON-MELTING ROLLERS
Purchase Winter (CalCo) Rollers
and insure yourself against Roller trouble next summer.
CALUMET ROLLER COMPANY
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ROUND CORNERING
WIRE STITCHING
Prompt Service at Right Prices
Telephone Franklin 2101
167 W. Monroe St. Chicago

November Suggestions

Many business houses always install new card records the first of the year, such as card ledgers, stock records, sales records, etc. This usually brings a heavy demand for index bristols during November and December, for which we have provided with a complete stock in our popular lines of Index Bristols. Large and small orders can be shipped promptly from our Chicago stock.

Tiger Index

White only—a low priced but very serviceable sheet for less important records.

Rockton Index

White, Blue, Salmon, Cherry, Buff and Green; probably the best known and most popular Index Bristol in the *Chicago* territory. It is strong, snappy; has an excellent writing surface and sells at a price within reach of everybody.

Cabinet Index

White only—with extra writing and erasive qualities.

Ledger Index

White, Buff, Green, Salmon and Light Blue. The very best grade of Index made for records that have hard usage.

Bradner Smith & Co.

"PAPER FOR EVERY PURPOSE"

CHICAGO, ILLINOIS

"Sixty-eight Years of Service to American Printers"

Purchasing Agents Elect Reinhardt

THE National Association of Purchasing Agents, at their annual convention, held in the Congress Hotel, Chicago, October 11 to 13, elected as its first vice-president A. H. Reinhardt, purchasing agent for Poole Bros., Chicago printers, and vice-president of the Purchasing Agents Association of Chicago.

A. H. REINHARDT

This choice is regarded as the National's stamp of approval on Mr. Reinhardt's activities in connection with the association and his policies affecting its conduct. Since the organization of the National Association of Purchasing Agents, five years ago, Mr. Reinhardt has been keenly interested in it and for the past year has held the office of vice-president of the Chicago association.

When, over a year ago, it was decided to hold the 1920 convention in Chicago—it was Mr. Reinhardt's keynote speech at the Philadelphia 1920 convention that determined this choice—Mr. Reinhardt was at once looked to as the logical man to perfect an organization that would make the Chicago convention eclipse all previous ones. He selected his own committee and built a convention machine, which, as expressed by one of the delegates, "has never and can never be rivaled." Fifteen hundred delegates from all parts of the United States and Canada, representing a purchasing power of over ten billion dollars, were in attendance at the convention.

Other members of the National Association of Purchasing Agents who were elected to office at the recent convention are: W. L. Chandler, South Bend, president; T. P. Webster, Montreal, second vice-president; A. V. Howland, Boston, third vice-president; S. F. Woodbury, Portland, Ore., fourth vice-president; D. E. Ferguson, Pittsburgh, fifth vice-president; W. J. Gamble, Buffalo, treasurer, and L. F. Boffey, New York, secretary.

The Chicago Tribune, in commenting on the election, referred to Mr. Reinhardt's wide experience as a purchasing agent, saying he had bought "nearly everything there was to buy—except votes." It is doubtful if there is another buyer in Chicago who is more thoroughly versed in that work than he.

ALL-SLUG Composition and Makeup

The more exacting your demands are, the more you'll appreciate S-K-H SERVICE.

Superior 342-2988

S-K-H Typesetting Co.

Ohio and La Salle Sts.

DO NOT FORGET

that we operate Two Complete Plants, Chicago and Milwaukee. Best of Service guaranteed.

The strongest argument in favor of Business is the liberal use of Sketchy Cartoons, Commercial Drawings Advertising Designs, Etc.
Suitable for PHOTO PROCESS ENGRAVING

HALF TONES
ZINC ETCHING
COLOR PLATES

HAMMERSMITH ENGRAVING Co.

BENJAMIN KORTMEYER
General Manager

Phone Harrison 5876

CHICAGO

501 So. Dearborn Street

Fits the Hand

MADE IN TWO SIZES
Pints and Quarts

A FAVORITE FROM COAST TO COAST

The
"Success" Benzine Can

THIS benzine can has been on the market twenty-five years, and is still going strong. It is now made entirely of brass with all earmarks of good workmanship. In daily use in thousands of factories, tailor shops and many other industries where a handy and well made benzine container is required.

IN STOCK AT ALL SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY

CINCINNATI

The Queen City of the Industrial West

JOHN STARK, Representative, 901 Union Central Building. Telephones Main 79 and Avon 5758.

More than 300 printers were the guests of the Diem and Wing Paper Co., at the first of the three "Better Paper-Better Printing Meetings" which the company held the past several weeks in conjunction with the S. D. Warren Company. The Cincinnati meeting was held at the Hotel Gibson, October 13. An equally good attendance was at the meeting in Louisville on October 14, and at the Deshler Hotel, Columbus, O., October 21, when the last of the three meetings was held.

The speakers at the Cincinnati meeting were P. A. Stuhlreyer, secretary, and I. H. Reid, vice-president and general manager of the Diem and Wing Company, who spoke on behalf of their organization. J. M. Thomssen, of the Methodist Book Concern, represented the printing fraternity of the Queen City and vicinity. Addresses were delivered by W. D. Rogers and Jesse W. Clark of the S. D. Warren Company, Mr. Clark delivering a highly instructive talk, illustrated by motion pictures, on paper making from the raw products to the finished material, and the methods employed at the Cumberland Mills, located near Portland, Me.

At the Columbus meeting Albert Evers, J. Landon Davis and P. A. Stuhlreyer, all of the Diem and Wing Company, and S. B. Southard, president of the Franklin-Typothetæ of Columbus, addressed the printers.

The Witness, the official paper of the Cincinnati Franklin-Typothetæ, recently carried a story telling of the number of printers holding membership in the local Chamber of Commerce. Statistics showed the following listed on the records of the Chamber: Printers and binders, 63; stationers, 8; lithographers, 5; electrotypers, 4; paper goods manufacturers, 28; engravers, 9; paper box manufacturers, 10.

This should be an eye-opener to other cities, whose printers should be equally as well represented in the Chamber of Commerce, but usually are not.

Ralph S. Bauer, Lynn, Mass., president of the National Stationers' Association, spoke to twenty-five local stationers' October 19, at the Chamber of Commerce. A joint meeting of stationers from Ohio, Indiana, Southern Illinois, Kentucky and West Virginia, will be held in Cincinnati in April, 1921.

C. J. Krehbiel, dean of printers in Cincinnati, has returned from his stay in Michigan looking fine and dandy. Nothwithstanding his many years in the service he is right back on the job.

Dr. A. C. Bauer, coroner of Hamilton county, has been agreed upon as arbitrator to settle the differences between the employers and workers in the five printing crafts which have made demands for wage advances in the job shops. These are the bookbinders, pressmen, press assistants, mailers and ink workers. They have been on "vacation" since September 1. None of the compositors in any of the shops affected have been out. In many instances the workers have returned to their posts pending the outcome of the arbitration proceedings.

W. G. Martin of Detroit, formerly executive secretary of the Detroit Typothetæ, and who for five years held a similar position in Cleveland, assumed his new post as Executive Secretary of the Cincinnati Typothetæ on October 15. Mr. Martin, who resigned his position in Detroit because of ill health, has completely recovered and says he never felt better in his life. He believes that Cincinnati is just the place to do a great deal of good and he has pitched in with a determination to make the Typothetæ the real center of printing activities in this vicinity.

The first weekly luncheon following the summer vacation was held at Room 313, at the Chamber of Commerce, Tuesday noon, November 2. A large number of Cincinnati printers were in attendance, and it is planned to make future "get-together" luncheons of such interest and value that each Tuesday will find a majority of the association members on hand.

I. H. Reid, general manager of the Diem and Wing Paper Company, and William A. Buchanan of the same firm, made a recent visit to the Hammerhill Paper Company at Erie, Pa. Paul R. Stuhlreyer, secretary of the Diem and Wing Company, and Mr. Buchanan made a trip through the territory covered by the Chicago division.

The regular monthly meeting of the Cincinnati Franklin-Typothetæ was held on Thursday evening, October 28th. Plans for the fall and winter work were discussed.

The Cobb Linotyping Company of Covington, has been incorporated by Clifford M. Cobb and William Cobb, with a capital stock of $15,000.

Fire of unknown origin recently caused $1,000 damage to the printing plant of Ruggles & Ruggles, 121 Shillito place.

Former local secretary, H. D. Steps, has been made cost accountant of the Buffalo Typothetæ.

Perfect Register, Easily and Quickly Attained—Surely Retained!

The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System

goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

Are you worrying along with a fifty per cent system? Reasons why the Warnock plate-mounting devices are superior to all others are given in a comprehensive book, "Foundation Blocks of Good Printing," sent free upon request to

THE PRINTING MACHINERY CO. 505 Fisher Bldg. CHICAGO — Main Office and Factory 412 East Sixth Street CINCINNATI, OHIO — 45 W. 34th St. NEW YORK

Consider the Poor Postman

Make Your Printing Too Valuable to Be Thrown Away

"NOBODY reads them, anyway. Nobody should. Half the second-class matter sent through the mails is trash," a Chicago mail man is alleged to have said when apprehended after burning a lot of second-class mail matter because the burden was too great.

We can appreciate the feeling of that mail man. We have sometimes thought of him upon arriving at the office to find several hundred separate and distinct appeals for aid, help and succor.

Our usual system of sorting such mail is to throw away that which, from its outside covering, looks cheap. It saves time. We know that the appeal sent out cheaply is cheap. That which looks as though the sender had thought enough of his proposition and our taste for the artistic to present his case through the use of good paper and better printing, always receives our attention. We believe from observation, that ours is the general method. Then consider those offices where a mail clerk or office boy is entrusted with sorting the mail. Isn't it natural that the sorter should keep the "rich" looking pieces to send through to the boss, tossing the rest into the yawning waste paper basket? Certainly it is, and better class printing always receives better class attention.

Therefore, when selling the next broadside tell your customer the little story of the Chicago postman who was a critic of printing, for its nine chances out of ten the stuff he threw away looked worthless and the remainder he saved and delivered looked as though someone had spent real money in preparing it, making it too valuable to be ruthlessly destroyed.

I Can Satisfy You

IF your inks give you trouble, try Grady's. His Chicago made inks will satisfy you.

ROBERT F. GRADY CO.

Mfrs. High-Grade Printing Inks

30-32 So. Clark St., Chicago : Telephone Central 5068

GOOD ELECTROTYPES

Require Less Make-Ready Than Inferior Plates

PRINT BETTER AND LAST LONGER.
CALL AND SEE US, WRITE OR PHONE

DINSE, PAGE & COMPANY

ELECTROTYPERS

725 South La Salle Street, Chicago

Phone Harrison 7185

Busy or Slack, No Points We Lack--

Courtesy
Promptness
Numerous Type Faces
Quantity Unlimited
Ample Equipment
Best Machinery, Tools
Expert Workmen
Able Executives
Good Management
Genuine Efficiency
Large Press Facilities
Extensive Bindery

These twelve points enable us to give everyone the acme of service and insure two others—

Fine Printing at Fair Prices

WHEN business slackens the test of success in printing comes through the ability to hold customers gained while demand was greater than supply. The buyer who has not felt satisfied will go elsewhere for any work he wants done. Lack of any of the above points may determine his attitude.

Cost must enter into the final analysis and deficiencies increase cost.

Both production and value need to be reckoned in the summing up of all charges.

Printing you are ashamed of is money thrown away.

When all the points enumerated are combined in one house it means competition is impossible by those lacking any of them.

Our progress indicates how well we have observed these essentials.

Telephone Harrison 6280
Private Exchange to All Departments

Peterson Linotyping Co.

523-529 Plymouth Court CHICAGO

Cleveland and Northern Ohio

John Samsey Company has moved from 1501 Columbus Road to 312 High avenue.

The Snyder Printing Company, Cleveland, was incorporated for $50,000 October 15 by C. J. Snyder and L. H. Blase.

The Acme Print Shop, Bucyrus, Ohio, has been purchased by Orbin Keplinger, who took possession October 20. The business was originally established by R. L. Knabenhans, formerly of Galion.

Fred Bossert has purchased the printing plant of the Cotter-Palmer Printing Company, 219 North Main street, Toledo, from Harry C. Singer. Mr. Singer has established a new concern under the name of the Singer Printing Company, which has purchased the McLaughlin plant, 124 Erie street, in the same city.

The Gage Printing Company, Battle Creek, Michigan, is greatly increasing the equipment of its electrotype foundry. One of the recent installations is that of a complete 2,000 ampere Boissier plating unit.

BOOKBINDERS
TO THE TRADE
We Specialize in Edition and Catalog Binding in Cloth or Leather, Also Pamphlet Work
THE FOREST CITY BOOKBINDING COMPANY
525 Caxton Building, CLEVELAND, OHIO

MAKE-UP SERVICE SPACING MATERIAL
THE HUSTED COMPANY
Machine Composition
436 CAXTON BLDG. CLEVELAND

DAYTON AND OSWEGO
SEYBOLD
CUTTING MACHINES
MACHINERY FOR PRINTERS, BOOKBINDERS LITHOGRAPHERS, PAPER MILLS
THE SEYBOLD MACHINE COMPANY
DAYTON, OHIO
BRANCHES: NEW YORK, CHICAGO, ATLANTA, DALLAS SAN FRANCISCO, LONDON, PARIS, LYONS, STOCKHOLM HAVANA, BUENOS AIRES, TORONTO, WINNIPEG

Roesch to Organize Australian Printers

EUGENE ROESCH, secretary of the Indianapolis Typothetæ, has offered his services to the printers of Australia who are contemplating an organization similar to, or as a branch of, the United Typothetæ of America. Negotiations were opened some time ago when B. E. Pike, of Besley & Pike, Brisbane, Australia, visited the United States and investigated the operation of the U. T. A. Mr. Pike was very much impressed and took back with him a proposal whereby U. T. A. methods may be applied in Australia, and the affairs of Australian master printers thereby revolutionized.

Commenting on the plan the *British & Colonial Printer & Stationer* has the following to say:

"Knowing the unsatisfactory state of the organization of printers in Australia, Mr. Pike was much impressed by the very high efficiency attained in the organization of the United States printing trade. During his stay in America, Mr. Pike was able to make a thorough inspection of the headquarters of the United Typothetæ, and was received in friendly fashion by Mr. Borden, secretary of the U. T. A., Mr. Roesch and Mr. Estey, director of the U. T. A. Advertising Bureau, and with their assistance was enabled to obtain a comprehensive insight into the purposes, methods and achievements of this remarkable organization.

"Returning to Australia, he not only brings first-hand information about the many activities of the U. T. A.—in connection with technical educational facilities, the carrying out of research and the collecting of technical information, the provision of advertising service for members, etc., but he brings also a practical proposition for an attempt to provide a similar organization for Australia.

The Scheme Proposed

"Mr. Pike had much conversation, in Chicago and New York, with Eugene Roesch, secretary at Indianapolis. The very interesting outcome of this was that Mr. Roesch expressed willingness to go to Australia and help in doing for Australian printers what the U. T. A. is doing for its members in America. And Mr. Pike, on behalf of Australian printers, took particulars of a definite offer from Mr. Roesch, specifying the terms on which he would untertake the work. This offer Mr. Pike has now put before the master printers of Australia, and he strongly recommends its acceptance.

"Briefly, Mr. Roesch's terms are the provision of return transportation between New York and Australia for himself and family—a matter of about $2,500 each way—and six months' salary during preliminary work, at the end of which period he promises to have formed an organization which will take care of his salary and expenses while in Australia at the rate of $10,000 a year. He is confident that such an organization as would result from his efforts would bring Australian printers an increase of profits averaging 10 per cent."

Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 6000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dlrs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.
Strengthen Your Advertising Literature
Our Analytical Advertising Counsel and Sales Promotion Service will improve both your plan and copy, thus insuring maximum profits. Submit your literature for preliminary analysis and quotation—no obligation.
Ross-Gould
Mailing Lists St. Louis

Winter Rollers

Think of them NOW! Don't wait until your pressman reports trouble. And when that Roller Problem looms *remember* the largest and best equipped Roller Factory in the West

Chicago Roller Co.
Manufacturers of
High Grade Printers' Rollers
564-600 W. Harrison Street
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Branch Factory: 1297 E. Sixth Street, Cleveland, Ohio

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A Moderately Priced Pole Dried Bond Paper of Distinctive Value

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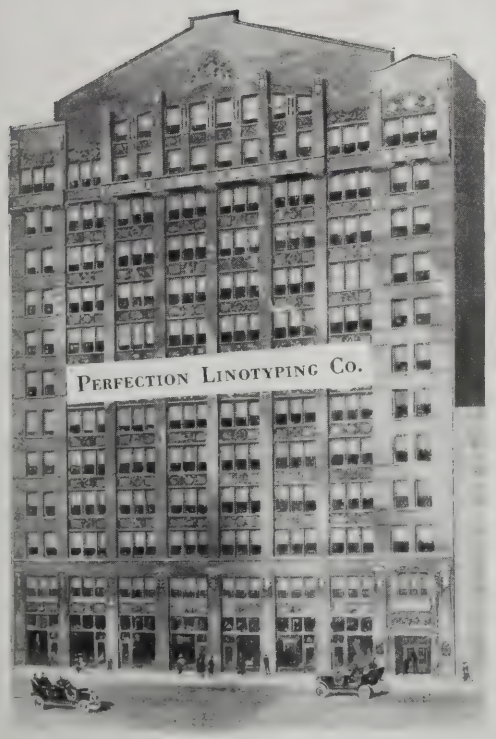
We Specialize in Bonds and Ledgers

The Perfection Linotyping Co.



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720 SOUTH DEARBORN ST., CHICAGO, ILL.

Complete Service to Printers

LINOTYPE
LUDLOW : MONOTYPE
COMPOSITION

MAKEUP MATERIAL

Our Large Modern Plant and Force of Skilled Craftsmen Guarantees
Quality—Service

FRANK H. AKERS, PRES. HOMER E. DUNN, VICE-PRES.
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DETROIT and MICHIGAN

Wm. C. Richards, Representative.

Chicago's Franklin-Typothetae Sotherns and Ed Wynns sponsored a three-hour laugh for Detroit when they presented "The Sick Print Shop" before an audience quick to catch its shafts. The way the audience received it produced a detonation in streets bounding the Board of Commerce; perhaps a more valuable effect is found in the number of new applicants for membership in the Typothetæ-Franklin Association of Detroit attributed to the play.

The play was given October 23. Within three days 22 unaffiliated firms had applied for membership. The usual entertainment of the craft draws an average of between 80 and 120. With the Chicago employer-performers as their guests of honor, 308 Detroiters had dinner in the board banquet room preceding the theatricals, and 260 more crowded the balconies when the curtain rose.

"The Sick Print Shop" was received with the same hilarity that greets a profiteering landlord who falls and breaks his leg, and in spots there was time out while gentlemen in the audience who had rolled off their seats got back into more dignified position Ethel Russell, formerly of Ziegfeld's Follies and now in motion pictures, who was the original Ima Swift, the sick print shop's stenographer, when the play was first produced at the Commodore in New York, stood out in the cast as the only woman among the tired business men.

Besides Miss Russell, these Chicago T. B. men took part: Thomas S. Quin, Johnson & Quin; Marion S. Burnett, Marion S. Burnett Company; E. J. McCarthy, Smith-McCarthy Typesetting Company; R. B. Nelson, Magill-Weinsheimer Company; James H. Rook, James H. Rook Company; William H. Sleepeck, Sleepeck-Helman Printing Company; E. E. Laxman, James H. Rook Company; P. D. Fenn, Metropolitan Syndicate Press, and F. W. Randolph, perpetrator of the piece, of the Typothetæ-Franklin Association of Detroit.

A break in paper prices within 90 days is more logical, in the opinion of F. W. Starling, of the Seaman-Patrick Company, than the contention of some manufacturers that demand will hold the market where it is.

"The entire proposition," he says, "reverts back to the law of supply and demand. Printers can figure out the trend of the market by asking if it is curtailing the volume of their business. If it is, and your customers are not going to buy printing, particularly advertising printing, until paper prices come down, *they'll come down.* You don't need to worry about your business being bad for any great length of time on account of high prices.

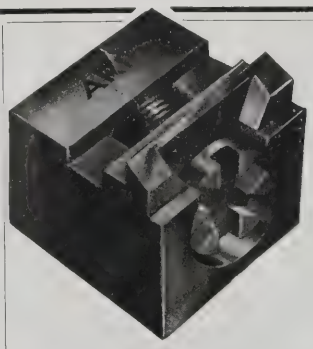
"The paper business is dependent on you for so much of its volume of business that it is not long after the printing business gets bad before the paper business inevitably will follow suit. The only other factor is the publishing business, and it does not seem reasonable that the advertiser will hold up business on the printer, due to the high cost of paper, and give business to the publisher at a high price, the publisher's high prices being due to the same cause.

"Some time must elapse, naturally, with the market in the condition it is, for the lack of business in the printing business to be reflected in lack of orders for the paper mill. The wholesaler who for some time past has had practically no stocks on hand of staple goods, has taken advantage of the lull in printing to bring his stocks to normal. After that stage has passed, the mills can, if they choose, bring their stocks—now entirely exhausted in most lines—up to normal before exerting pressure for lower prices on the people who supply them with raw materials.

"On an average it takes three carloads of raw materials to make one carload of paper, so the price of paper is largely determined by the price of raw materials, principally coal, sulphite and soda pulp. Labor is not so much a factor."

Present sub-normal production in some printing plants in Detroit has caused actual costs to soar, and the trade believes that no printer can reduce selling prices under existing conditions. The only possibility it sees that will justify a cut is a reduction in the cost of raw materials.

During the period from April 7 to September 28 the Detroit Employers' Association reports a reduction in working force of 79 plants from 198,705 to 176,108, a decrease of 22,597, or 11.4 per cent.



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has solved the plate mounting problems of many perplexed printers, big and little, and is the equipment you will eventually adopt, whether you do specialty work, book and magazine work, labels or post cards. Many of our plate equipments are explained in detail in our illustrated free booklet, "Challenge Plate-Mounting Equipment."

WRITE US OR ANY DEALER IN PRINTERS' SUPPLIES FOR A FREE COPY

The Challenge Machinery Company, Grand Haven, Mich.

CHICAGO OFFICE, 124 S. Wells Street NEW YORK OFFICE, 71 W. 23rd Street

A comparison of cost figures for April, May, June and July show the following increases:

	Advance in cost
Hand composition	14%
Small job press	15
Large job press	24
Small cylinder	43
Medium cylinder	15
Large cylinder	12
Two-color press	29
Bindery C	19
Bindery D	18

The official publication of the Typothetæ-Franklin Association comments:

"In years gone by, the short-sighted policy of cutting prices in the hope of keeping costs down proved its falsity. Today the part of wisdom calls for curtailment, care of credits, the covering up of new production machinery and the maintenance of selling prices at the same levels, even though the margin of profit is cut down by increased manufacturing costs."

The readjustment of business in Detroit from war to a peace basis is illuminatingly indicated by the following figures issued in the October Trade Letter of the National Bank of Commerce:

	June	*September*
Above normal	43.90	14.63
Normal	40.24	40.24
Below normal	15.86	45.13

The figures also strikingly illustrate the fact that in the readjustment, business is being bumped and the number of firms running below normal is fast increasing.

Printing Machinery

New and Used Machinery for
Printers - Newspapers - Folding Box Manufacturers

Shops
215-23 West Congress Street

Shop Phone
Harrison 1474

Examine Our Line of New and Used Machinery and Outfits

- Cylinder Presses Two-Rev. and Drum
- Platen Presses
- Automatic Presses
- Lee 2-Rev. Presses
- Proof Presses
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- Paper Cutters
- Automatic Cutters
- Lever Cutters
- Cylinder Cutting and Creasing Presses
- Flat Cutters and Creasers
- Folders
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- Hamilton Wood and Steel Goods
- Complete Printing Outfits

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WANNER MACHINERY CO
A. F. WANNER PROP.
714-16 S. DEARBORN ST., CHICAGO, ILL.

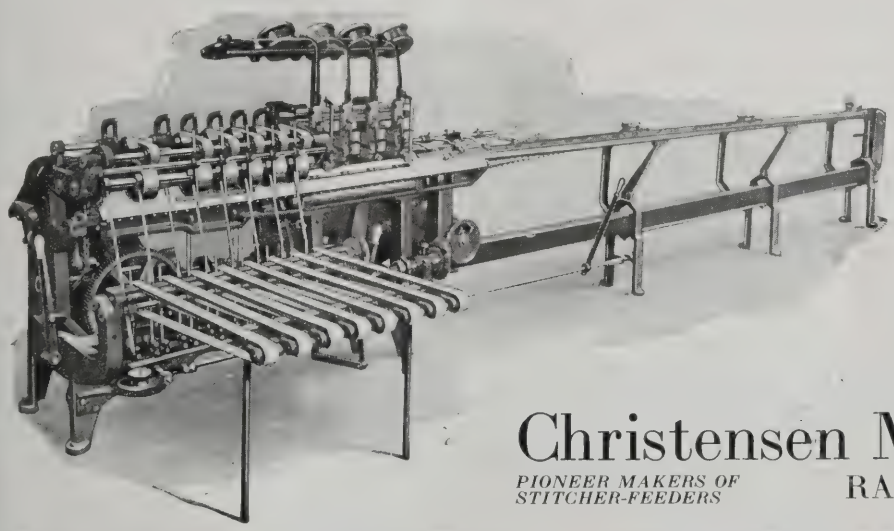
Phone: HARRISON 6888, 6889

Production Increased Over 150%

The Christensen **Latest Type Standardized** Stitcher-Feeding Machine is adapted for short runs and many changes. Any number of stitches can be used. High speed, easy adjustments. Saves labor and floor space.

This machine is a NEW design. Don't confuse it with our former machines.

"WE have had the Christensen Stitcher on our floor for the past six months," says a Chicago printer and publisher; "and we find it a great time saver. **It has increased our production over 150%.** We get better work and are able to keep our delivery promises better than heretofore. We feel that we have made a very good buy. We cannot recommend the machine too highly."



Address nearest office for full details

CHICAGO OFFICE—Harnett, Weatherly, Hoffert, Inc., Room 469-71, Transportation Bldg., 609 So. Dearborn St.

GEO. R. SWART & COMPANY, Eastern Agts., Marbridge Bldg., New York City.

SOUTHERN AGENTS—J. H. Schroeter & Bros., 133-135-137 Central Ave., Atlanta, Ga.

TORONTO TYPE FOUNDRY CO., Ltd., Canadian Agents, Toronto, Ontario.

CANADIAN-AMERICAN MACHINERY CO., 63 Farrington St., London, E. C.

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PIONEER MAKERS OF STITCHER-FEEDERS
RACINE, WISCONSIN

BARNES-CROSBY COMPANY
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ADVERTISING ART STUDIOS
PHOTO-ENGRAVING SHOPS
226-232 WEST MADISON STREET
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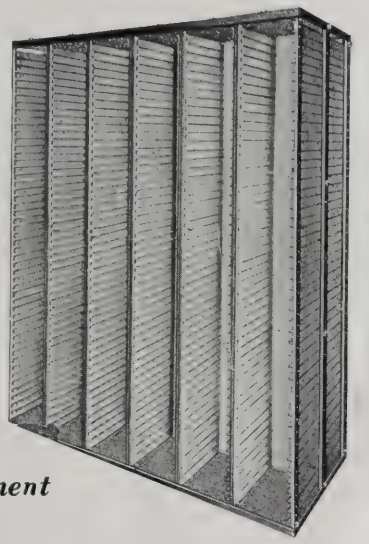
CONSERVE FLOOR SPACE

and Save Steps



This steel galley cabinet occupies 27x59 inches and holds 600 galleys 5⅜"x24".

Just the Cabinet for the Catalog Department

We Build Storage Cabinets to order that will fill your requirements, conserve floor space, and cost little more than the cumbersome wood goods.

Chicago Metal Mfg. Co.

313 South Clinton Street

The Money Saving Service

Specializes in Print Shop Appraisements

Useful in

Accountancy, Cost System and Insurance

Now is the time to purchase as

Summer Rates Are Now On

We also make

Special Club Rates

WRITE US

Lloyds Appraisal Company

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DES MOINES, DETROIT, CLEVELAND, MEMPHIS PITTSBURGH AND ST. LOUIS

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A BOND PAPER GOOD ENOUGH FOR FINEST STATIONERY, AT A PRICE SUITABLE FOR USE ON ALL OFFICE FORMS AND BLANKS

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WHITING-PLOVER PAPER CO.

Complete line of white and nine distinct colors on hand at mill at all times

MILLS AT
STEVENS POINT, WIS.

SALES OFFICE
MENASHA, WIS.

MILWAUKEE
and Wisconsin

The membership committee of the Milwaukee Typothetæ, of which Chas. F. Dietas is chairman, held a noonday luncheon on Monday, October 18th, at the Hotel Medford, for the purpose of arranging plans to start a membership drive.

The attendance was large and enthusiastic. Mr. Dietas presided, calling on Mr. Rotier, president of the Milwaukee Typothetæ, and Executive-Secretary Penhallow, who in short, clear talks covered the work and worth of the Milwaukee Typothetæ and urged all present to aid in increasing the membership to 100 per cent.

The Milwaukee Typothetæ now numbers ninety active members, but there are a few Milwaukee printers who have not yet affiliated with it. This drive for membership is to plant the torch of progress, as represented by the U. T. A. emblem, at the entrance of every Milwaukee printer's office.

Paper Cutters and Cutting Knives
Perfection Safety Quoins Electric Welded Chases
Folding Machines Wire Stitchers
Miller Saw-Trimmer Co.'s Service Station
JACOB RUESCH
PRINTERS', LITHOGRAPHERS' AND BOOKBINDERS' MACHINISTS AND ERECTORS
Phone Broadway 1537
Whitmore's Gear Protective Composition
485 BROADWAY
MILWAUKEE, WIS.

CHARLES S. UTZ, Pres.-Treas.
WALLACE P. ALLEN, V. Pres.-Sec'y.
Milwaukee Printers' Roller Co.
Printers' Rollers
AND
TABLET COMPOSITION
Printing Machinery
OFFICE
Room 24, Evening Wisconsin Bldg.
MILWAUKEE, WIS.

A meeting of the executive board of the Wisconsin State Franklin Club was held at Hotel Medford, Milwaukee, October 16. Those present were: George J. Nash, president, Eau Claire; Jonathan Boothby, vice-president, Menominee; Richard J. Meyer, secretary-treasurer, Appleton; Rudolph Haessler, Milwaukee; George Harrington, Oshkosh; Frank Cantwell, Madison; H. C. Hansen, Marinette; Fred Merton, Waukesha; Dean Louis E. Reber, Extension Division, University of Wisconsin; W. H. Bridgeman, University of Wisconsin; Robert G. Lee, chief of membership division, United Typothetæ of America, Chicago; Karl A. Estey and George V. Vierling, special representatives, United Typothetæ of America, Chicago; and Walter G. Penhallow, executive-secretary of the Milwaukee Typothetæ.

An important action of the session was the passing of a motion that the Wisconsin State Franklin Club underwrite the United Typothetæ of America "Three-Year Plan" to help isolated printers obtain cost finding systems, educational business courses and other membership privileges.

This is the first step toward forming a state-wide organization affiliated with the United Typothetæ of America.

You can't keep a good man down! At least that is what Milwaukee printers are saying of Frank Wilke, for twice during the last two weeks Mr. Wilke has been called upon to speak before printer's organizations in various parts of the country. He spoke in Buffalo, N. Y., on October 21 and again on October 28 at the monthly meeting of the Chicago Franklin-Typothetae. At both meetings he spoke on "The Possibilities of the Small Shop," and was given an enthusiastic reception. The activities of the Milwaukee Typothetae are making themselves felt beyond the state lines, and its fame and that of its members is spreading rapidly. Milwaukee printers are proud of the fact that Mr. Wilke is a member of the local association. That he will be able to carry the name "Milwaukee" before many other printers' organizations during the next few months, goes without saying, and negotiations are already under way to have him speak in several other cities.

Two new members have been taken into the fold, Radtke Bros. & Kortsch and the Pleyte Print Company, both joining the Milwaukee Typothetæ last month.

The Chippewa Printery, at Chippewa Falls, Wis., recently added a new Kelly press to its already well-equipped plant.

Milwaukee News—Continued on page 64

Laudon-Nuzum Electrotype Co.
133-135 MICHIGAN STREET
6TH FLOOR MONTGOMERY BLDG.
Milwaukee, Wis.

Wizard Enamel

The Paper with a Reputation

We have a very fine
assortment of sizes
and weights in stock

Dwight Bros. Paper Company

341 Broadway

MILWAUKEE, WIS.

Phone Broadway 1592

ST. LOUIS

W. C. Howland, Representative, 1005 Federal Reserve Bank Building

George H. Scruton, proprietor of the *Sedalia Democrat*, was elected president of the Democratic Press Association of Missouri, at the annual meeting of the organization held in the Hotel Jefferson, Monday afternoon, October 11. Gale Johnson, *Mexico Intelligencer*, was elected vice-president and secretary and Omar D. Gray of the *Sturgeon Leader*, treasurer.

About 160 members of the association attended the meeting. The program consisted of a luncheon, followed by inspirational talks on the national and state campaigns by H. J. Blanton, proprietor of the *Paris Appeal* who retired as president of the association after ten years' service; President Scruton, Secretary Johnson and Col. Charles L. Wood, of Rolla.

Detroit Printer President of D. M. A. A.

JOSEPH MEADON, of the Franklin Press, Detroit, was elected president of the Direct Mail Advertising Association at the convention held in Detroit, October 27, 28 and 29. F. W. Hunt, of Canada, was selected as vice-president, Louis Balsam, Walpole, Mass., as secretary, and Frank Pierce, New York City, as treasurer.

The convention was one of the most successful ever held, with 535 delegates registered from every section of this country and Canada. This is much larger than the combined registration for the Cleveland 1919 and Chicago 1918 conventions.

Arbitration of the demands of union printers for an increase of from $38.00 to $52.80 a week has begun and a decision is now awaited. Two representatives have been selected by the printers, L. Fuchs and F. Raithel, and two by the employers, F. W. Corley, of the Con P. Curran Printing Co., and Warren Skinner of the Skinner-Kennedy Stationery Co. These four selected Judge Caulfield as the fifth member of the arbitration board, the findings of which will be binding to both sides. The five met Tuesday, October 19, and the employers and the employes submitted their claims. Judge Caulfield said he would make a decision just as soon as he possibly could do so.

The Britt Printing Company, St. Louis, announces an increase in its capitalization to $100,000 and the installation of additional Monotype equipment, together with more machinery for its cylinder, job press and bindery departments.

St. Louis is the largest railroad tariff printing center in the United States and it was anticipated that when the railroads went back to private ownership this branch of the printing business would be very busy. Owing to threatened increase in printing costs, however, this work is now being held up and practically no tariffs have been ordered printed for some time, the employers say.

Announcing

MIDLAND COLD PRESSED

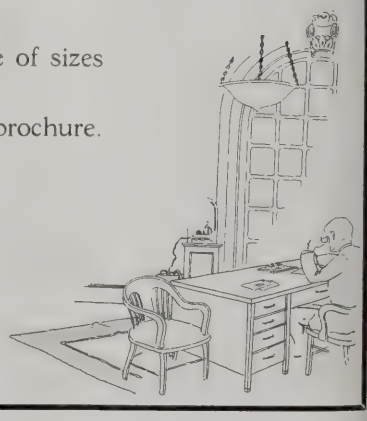
Dependable Papers
MIDLAND BRANDS
Midland Paper Co. Chicago

A new line of cold-pressed writing with a rich finish, opacity and a surface upon which ink dries quickly.

While particularly suitable for financial bulletins, it is equally satisfactory for letterheads, envelopes and advertising literature.

Carried in both wove and laid, in an ample range of sizes and weights.

Phone, write or ask our salesman for new sample brochure.



MIDLAND PAPER COMPANY
322 West Washington Street CHICAGO

LEE WINSTON TYPE

TWO FACES THAT HAVE STOOD THE TEST

Established 1912

J. B. MUELLER TYPE

FOR THE TRADE

Who we are and what we do.

We are

Monotype Specialists

We do all kinds of hand and machine composition for the trade, including the make-up.
We sell display and body type in fonts.
We sell all kinds of quads and spaces.
We sell labor-saving and strip rule, leads and slugs

Quality the Best—Quantity Unlimited.
Out-of-town orders filled same day.

We will do your machine composition and you do the hand work, or, better still,
We will deliver the pages to you ready to print.
We will do the work, you pay the bills—

What more do you expect?
If you need our new catalog, say so!

MONOTYPE TYPESETTING AND FOUNDRY CO
114 North Third Street
ST. LOUIS, MO.

BLOMGREN BROS. & CO
ESTABLISHED 1875
DESIGNERS
ENGRAVERS
ELECTROTYPERS
NICKELTYPERS
LEAD MOULD PROCESS
512 SHERMAN ST.
CHICAGO

ARTESIAN BOND
WATERMARKED
The Business Bond

Send your order to the nearest paper merchant as listed below:

All sizes and weights in White and Blue, Pink, Goldenrod, Buff, Canary, Green, Primrose, Gray, Russet on hand at mill.

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Albany, N. Y.

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MADE BY

Whiting-Plover Paper Company
STEVENS POINT, WIS.
Sales Office: MENASHA, WIS.

CLINE-WESTINGHOUSE MOTOR EQUIPMENTS

Insure the most economical power and control of printing machinery

ALTERNATING AND DIRECT CURRENT

Used by the Best Known Printers

CLINE ELECTRIC MFG. CO.

CHICAGO NEW YORK

Obtaining the Right Boys for Apprentices

HOW to secure the right class of boys for apprentices has long been a problem confronting the plant owner who wishes to further his own interests and those of the industry by turning out high class journeymen.

To pick up the first boy who comes along or to take the lad who applies for the job of errand boy, has been the accustomed practice. This has not always worked out well, and through many discouragements and much loss the plant owner has come to regard the apprentice as an evil to be handled by Smith, across the street.

The logical way to better the class of apprentices is to appeal to the parents of the boys themselves. Convince the folks at home that printing is not only a delightful and interesting occupation but one having monetary returns as well. Tell them of the general education to be gained through the printing business, for it is true that the printer becomes one of the best read among men. Point out the business opportunities and the art side of printing, and see if the new apprentice who responds isn't a more apt pupil, a more earnest worker than some of those who have done so much to discourage the training of youths as printers.

How to gain the ear of the parents is a simple matter. Each local association could and would glady aid to the extent of placing small co-operative display advertisements in the daily newspapers, with the answers directed to the association, which can in turn place the boys to the best advantage.

Kansas Has Oldest Printing School

THE Kansas State Agricultural College, Manhattan, Kan., claims the oldest printing school in any college in the United States. The first course was established at the Kansas school in 1875.

PICTURES have always been the only language that persons of all nations and all ages could understand. A picture with a brief description is a better presentation of any article than pages of eloquence in type.

Every circular or catalog is intended to be a silent salesman. Like the man, it may be genteel and high grade—**a real selling force,** or by its inferiority, misrepresent the superior article it advertises.

Making pictures—CUTS—for all illustrating and advertising purposes—is our business.

Without enumerating the different kinds and grades of engravings, the point we wish to emphasize is, that we have unexcelled facilities and capacity for executing large or small orders for any style of cuts or plates for use on the printing press.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

701-721 South Dearborn Street, - CHICAGO

Our scale of prices is the most complete, comprehensive and consistent ever issued. With it on your desk the necessity for correspondence is practically eliminated.

This advertisement is printed from a nickelsteel "GLOBETYPE."

Speaking of Type—

No printer who is in business to make money can afford to run his composing room without an abundant supply of type and spacing material. We know from experience—and we say to any printer with absolute sincerity—you cannot afford to let your compositors hunt and pick sorts of any kind. When sorts are picked from "live" jobs, then waste and inefficiency are compounded. If we could state this fact more forcefully to you, we would do so.

We installed our battery of Monotypes for your benefit—to increase the capacity of your composing room. But when we have set your type, and have furnished a few sorts for alterations, we have rendered only a part of the service that we are prepared to give.

You should not be satisfied with anything less than maximum efficiency in your composing room—and you cannot have maximum efficiency so long as your men lack material. We have organized our type supply department so that you may have what you want when you want it. Let us tell you about it.

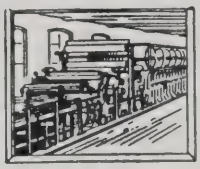
UNITED TYPOTHETAE OF AMERICA

Smith-McCarthy

COMPOSITION-MAKEUP-MATERIAL

508 South Dearborn Street • Chicago
Telephones Harrison 3864-3865-3866-3867

THIS IS A STRICTLY TRADE PLANT, HAVING NO PRESSROOM OR PRESSROOM CONNECTIONS AND IS OPERATED UNDER THE STANDARD COST SYSTEM, ALL OPERATIONS BEING ELECTRICALLY CLOCKED.



PAPER TRADE NEWS AND VIEWS

Writing Paper Market Remains Steady

THERE has been little change in the writing paper situation during the past thirty days, according to H. V. P. in *Wroe's Writings*. The volume of new business reaching the mills continues to be somewhat curtailed as compared to the earlier months of the year, this authority declares, but the writing paper mills have not as yet felt and will not feel for some time the effect of the tendency towards restricted buying, as they are still several months behind in their orders. Dealers' stocks are, in the main, in a depleted condition, and no opportunity has been afforded for the accumulation of a reserve stock either on the part of the mill or the dealer.

The danger in the situation lies in the fact that buying may be withheld to a time when the need for writing paper becomes imperative to the printer to take care of the urgent requirements of the ultimate consumer, who in turn has delayed his purchase of stationery in the belief that the tendency of prices is towards lower levels. The result might be that mills would again find themselves overloaded with orders and this condition, even though of short duration, is quickly sensed by dealers in raw materials and reflected in the raw material market.

The production of paper is increasing slowly, by reason of improved traffic conditions and more efficient labor, this same writer states. Transportation problems will again come to the forefront during the winter months because of the heavy movement of fuel and grain. The outlook of H. V. P. is optimistic as far as the printer is concerned, for he says: "In view of decreasing sales of other commodities, manufacturers in many lines are planning increased advertising campaigns which will stimulate the demand for printing."

Alling & Cory Company Entertains

MORE than 300 printer customers and friends of the Alling & Cory Paper Company, of Pittsburgh, attended the "Open House and Warren Day" of that firm recently. The guests came from all parts of Pennsylvania, Ohio, West Virginia and Maryland.

The visitors were taken through the various departments of the company, including the recently installed advertising and service department, which has as its purpose the rendering of complete service to the printer in regard to dummies, combinations of paper stock and helping to choose the right paper for each job.

At the luncheon served in the evening A. H. Smith, vice-president and general manager of the Pittsburgh division of the company; W. D. Rogers, of the S. D. Warren Company, and Jesse W. Clark, of the same firm, spoke on various phases of the paper industry.

HAMMERMILL BOND
"The Utility Business Paper"
SEND for a set of portfolios that will help you sell more printing.
HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

Why There Is a Paper Shortage

THE amount of paper consumed in obtaining the fourteenth census is staggering, according to the *Fourth Estate*, which, in a recent issue, tells of 2,500,000 blanks costing $22,150 being consumed in getting information by the enumerators. For making tabulation cards after the field statistics had been gathered, required 1,200,000 pounds of paper. Special schedules for agricultural information required 15,500,000 specially prepared sheets, while illustrative samples showing the correct preparation of these took 750,000 additional sheets. Application blanks for enumerators required 375,000 sheets. Additional paper requirements were: 550,000 illustrative schedules, 100,000 test schedules, 125,000 absent family schedules, 6,000 military and naval population blanks and 650,000 other special blanks.

There is still the manufacturing census to be completed, which requires 125,000 copies of a four-page schedule, and about seventy-five special schedules. There are sixty-four separate schedules for mines and quarries alone.

When the whole is completed, there will be publication of statistics which for the 1910 census filled eleven volumes, a total of 12,050 pages. Of these 5,000 sets were printed, or 60,250,000 pages. The present census will be of about the same proportions.

Western Newspaper Union Buys Paper Mill

THE Western Newspaper Union has purchased the mills of the Menasha Paper Company at a purchase price between three and four million dollars.

To buy the property, a new Wisconsin corporation, the Great Western Paper Company, was organized. H. H. Fish is the president; J. B. Jones, vice-president; C. L. Farnsworth, secretary-treasurer; Harry Ballu, general manager; Herbert H. Fish, Jr., assistant general manager, and George S. Johnston, sales manager.

The new owners will market the mill product through paper jobbing branches of the Western Newspaper Union at Omaho, Des Moines, Oklahoma City, Fargo, Sioux City, Lincoln, Kansas City, Dallas, Denver, Salt Lake City, San Francisco, Los Angeles, Billings, Wichita, Little Rock, Fort Wayne and Charlotte.

Frank Schoenfield Says "Howdy"

"WITH miles of snow-capped mountains before my eyes, I can't help sniffing in vigor and absorbing health out here," writes Frank E. Schoenfield, of the Blunden-Lyon Company, from his cottage in Colorado. He has been out there since midsummer recovering from a nervous breakdown brought on, they say, by his trying to remember the frequent changes in paper prices.

Frank sends greetings to his friends and thanks those who have helped keep his sales up during his absence. He will be away until midwinter and asks his friends to write. His address is Staine's Cottage, Camp Stratton, Colorado Springs, Colo.

Whitaker's New Chicago Manager

W. C. McLAUGHLIN, managing director of the Detroit division of the Whitaker Paper Company, has assumed control of the Chicago office of that firm.

You get dependable machines when you get

MONITOR
Stitchers

Perforators
Punchers
Paging and Numbering Machines
Round Corner Cutters
Bench Embossers
Creasers and Scorers

LATHAM
MACHINERY COMPANY
Fulton and Ann Streets
CHICAGO

Announcing a change in the

Charles L. Just Typesetting Company
218-220 South Clark Street CHICAGO

which is now under the complete charge of Charles L. Just, whose personal attention will be given the needs of plant owners in Chicago and vicinity.

The Charles L. Just Typesetting Company is fully equipped to fill orders and your work will be done as you want it—quickly and correctly.

Phone Wabash 7667-8 for one of our representatives.

WITH OUR ADVERTISERS

Europe Offers Market for Exporters—
Intertype President Tells of Finanical Conditions

H. R. SWARTZ, president of the Intertype Corporation, returned from Europe October 3. While on the other side, Mr. Swartz made a survey of present business conditions and the outlook for future business. In a recent interview on the state of affairs and the outlook for American interests desiring to establish agencies over there, he said:

"Conditions in Europe are still very much unbalanced. The settlement of international balances, thereby putting money exchange on a sound and steady basis, is the outstanding need. The thought has been expressed that the world financial system is obsolete and inadequate on account of its 'artificiality.' There must be some new system introduced which will stabilize exchange. Shortage of raw materials is a serious handicap, shortage of fuel a real menace.

"England's political difficulties are giving her great concern. England is also faced by labor troubles. The tenacity of the English is well known, however, and they will be able to handle the situation to the satisfaction of all interests, as they have in the past, and the settlement of the various problems will have a wholesome effect on the other European countries. Very few people realize, except in a vague way, just how well England has laid her plans for international trade. It would be well for some of our organizations to make a comprehensive survey of the network of associations, banks and governmental departments constructed with a view of securing trade in every part of the world.

"Holland, Denmark, Sweden and Norway accumulated considerable wealth during the war, and were spending money quite freely up to the middle of this year. The banking interests, however, are checking expansion through curtailing loans, and that financial policy is at present being felt in industrial circles, but this is only temporary.

"An atmosphere of uncertainty prevails throughout Germany, and it is very difficult to forecast the immediate future. The country is losing a number of its younger business men, who are leaving to escape the burden of heavy taxation. Those remaining, however, are making a desperate effort to overcome the handicap which the war has put upon the country. The greatest problems are currency inflation, shortage of raw materials and foodstuffs.

"France is recovering, although the French government so far has only advanced owners of plants in the northern part of France, which were destroyed by Germans, 25 per cent of the amount necessary to replace them. This will gain a new impetus, however, on the first payment of indemnity by Germany.

"Belgium is more fortunate, as the Germans had hoped to annex that country, and did not destroy any of the industrial plants.

P. O. Pedersen, sales manager of the Linograph Company, sailed early last month for Europe, where he will make a survey of business conditions for the purpose of opening sales agencies for the Linograph in European printing centers. He will be gone several months.

Linotype Feature of Industrial Exposition

RECENTLY there was held in the city of Bethlehem, Pa., an industrial exposition, and one of the most interesting features of the show was the Model 8 Linotype in operation.

The machine shown is the property of the Bethlehem *Daily Globe*, one of the leading evening papers in central Pennsylvania. Although the new Model 8 had been in operation in the Globe composing room only two days, J. M. Letch, manager of that plant, gladly met the request of the exposition management that the machine be transferred to the exposition building.

With the Linotype was installed a telegraph outfit, and the 50,000 visitors to the exposition were kept posted on world happenings through the medium of printed bulletins. And it is estimated that the names of more than 5,000 interested persons were composed on the Linotype, and the slugs retained by them as souvenirs of the exposition.

Goudy Joins Monotype Company

FREDERIC W. GOUDY, famous as a typographer the country over, was made art director of the Lanston Monotype Machine Company October 1. Mr. Goudy will have complete charge of the art department of the company. His engagement marks a forward step in typography, for his rare genius, which already has done so much to raise the art standards of printing, will be placed at the disposal of the trade throughout the country by reason of his new connection.

It will be remembered that one of the earliest important type faces designed by Mr. Goudy is the one known as Monotype No. 38. There is probably no man in this generation who has done more to nurture and direct the growing aspiration now apparent in the printing world than has this new member of the Monotype organization.

Ludlow Enters Foreign Market

FRANK R. ATWOOD has obtained the foreign sales agency for the Elrod Slug Casting Machine and the Ludlow Typograph, both of which are manufactured by the Ludlow Typograph Company, Chicago. Mr. Atwood is well known in printing circles, having been sales manager in the middle western district for the Intertype Corporation for a number of years, and previous to that with Barnhart Bros. & Spindler. Mr. Atwood will have charge of all foreign sales for the Ludlow company. His office will be maintained in the Tacoma building, Chicago.

An additional new Hickock Ruling Machine together with an automatic Fuller Feeder is being installed by the Howard Paper Company, Urbana, Ohio, with the view of taking better care of their customers' ruled orders.

Midland Paper Company, Chicago, has added a new two-ton truck to its equipment. The company has also added "Midland Cold Pressed Writing" to its line of writings.

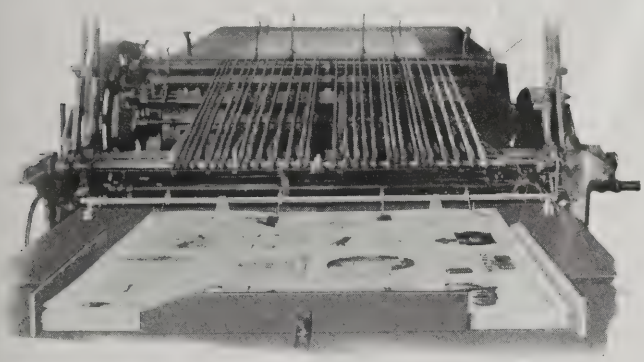
With this issue *Ben Franklin Monthly* makes its appearance in a new type dress—10 point Bodoni Book. Write and let us know how you like it.

No More Turned Corners

"NECESSITY," it has been said, "is the mother of invention."

While the statement itself has become a bromide, its truthfulness is daily borne out by new inventions to ease the load of labor or add to the comfort of man. Now comes still another invention to prove the statement correct, for this month the Wm. A. Field Company, 638 Federal street, Chicago, placed on the market a new device to increase the efficiency of the press room.

Known as the "Doublefly" this press accessory has as its purpose the ending of pressroom and bindery delays through keeping the corners of paper stock flat as it comes from the press onto the jogger. It is the invention of W. F. Whitman, president of the Excelsior Printing Company. The manufacturing rights have been purchased by the Field company.



The "Doublefly."

Mr. Whitman has been in the printing business for nearly fifty years, during which time he has been constantly aware of the lost efficiency caused by the corners of paper turning up when the sheets are delivered by the fly. When such a thing occurs it has always been necessary, heretofore, to have the pressman pull out the offending sheet, with danger to himself and usually with disastrous results to the sheet. This has been especially true in cold weather when static electricity is rife. Additional loss has come through the necessity of "hand jogging" a job before it can be taken to the bindery.

Various methods, usually crude and home-made, have been devised by pressmen to overcome this fault, but it was not until Mr. Whitman invented his "Doublefly," which acts with and derives its motive power direct from the press, that a practical solution of the problem was found.

The invention is the result of years of study and experimenting on the part of Mr. Whitman. Not so very long ago he found that the device had been made as efficient and "foolproof" as possible, with the result that the Field Company took over the patent and are now manufacturing and marketing it. The inventor and manufacturers claim that it is now possible to print a large thin sheet on a run of a quarter million without a single turned corner. The immense saving through this easily can be recognized by the printer who has heretofore had to be constantly on the alert to prevent his folders becoming clogged or has had to hand jog a job before it would be accepted by the bindery.

The invention is simplicity itself, its attachment to the press easy and it demands no attention after once adjusted. Printing plant owners who are constantly watching for new equipment to keep their plants running at top-notch efficiency will do well to investigate the "Doublefly."

PECO

PERFECT PRINTING PLATES

HALFTONES
ZINC ETCHINGS
COLOR PLATES

Personal
Service Idea

PREMIER ENGRAVING COMPANY
605 South Clark Street, Chicago Harrison 8197

A NEW LINE
AND
MODERATELY PRICED

JASMINE
FANCY-BRISTOL
RIPPLE FINISH
22½ x 28½—3 Ply
Stocked in
BLUE BUFF HELIO WHITE

Especially Suitable for
ANNOUNCEMENTS
MENU CARDS
PROGRAMS
FOLDERS
COVERS
FANCY CARDS

Samples and prices on request

Parker, Thomas & Tucker
Paper Company
535-539 South Franklin Street CHICAGO
Telephone Wabash 2632

THE AULT & WIBORG COMPANY

Main Offices and Factories—CINCINNATI—Houses in all large Cities

NEW YORK, CHICAGO, ST. LOUIS, CLEVELAND, DETROIT, BUFFALO, MINNEAPOLIS, MILWAUKEE, ATLANTA, BALTIMORE, PHILADELPHIA, BOSTON, SAN FRANCISCO, LOS ANGELES, FORT WORTH, TORONTO, CAN., MONTREAL, CAN., WINNIPEG, CAN., LONDON, E. C., ENG., BUENOS AIRES, ARG., ROSARIO, ARG., CORDOBA, ARG., RIO DE JANEIRO, BRAZIL, SAO PAULO, BRAZIL, MONTEVIDEO, URUGUAY, SHANGHAI, CHINA, HONG KONG, CANTON, CHINA, HANKOW, CHINA, TIENTSIN, CHINA

PRINTING INKS

All raw materials entering into our Printing Inks are thoroughly tested.

These raw materials are then scientifically mixed and carefully ground by skilled Ink makers under the personal supervision of expert Department Superintendents.

The resulting Ink is then further tested for body, color strength, tone, working qualities and finish.

Proofs are then printed for future comparison tests to insure a standard color, and together with a small can of the Ink filed away for use in subsequent comparison tests in maintaining the standard.

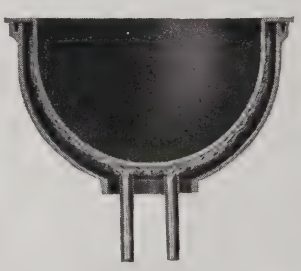
The final result of this painstaking effort assures—QUALITY.

The Ault & Wiborg Company would never have become the largest Ink Manufacturing Company in the World if the Quality of the Ink was not thus carefully guarded.

The Construction is Scientific

Modern Engineering Science has worked many wonderful improvements and economies in the processes of industry—

In the old-fashioned furnace the flames touch only the bottom of the Pot



But in the PERFECTION the flames cover the entire Pot—sides as well as bottom

In the construction of the

Perfection Metal Furnace

It shows a saving of nearly one-half in fuel and time required to melt a pot of metal

It does this very simply by making the outer shell conform exactly to the shape of inner pot. This confines the flames close to the pot, and the conical-shaped bottom permits the flames to reach up the sides, covering the entire pot. Thus the metal is melted in the shortest possible time, with greatest economy of fuel

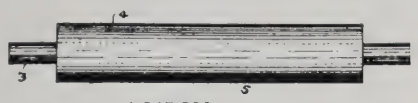
Thirteen different sizes and styles of the PERFECTION are made—one to suit every Linotyper, Intertyper, Stereotyper or Monotyper—burning gas, gasoline, coal or wood
Ask us for specifications and price on the one that will be most efficient for your plant

Barnhart Brothers & Spindler

CHICAGO, KANSAS CITY, WASHINGTON, OMAHA, DALLAS, SAINT PAUL, SAINT LOUIS, SEATTLE

SOME RECENT INVENTIONS

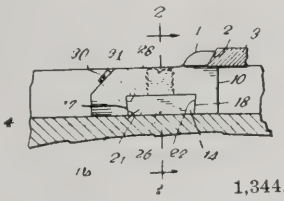
1,345,200—Roller for Printing-Presses. Lee La Tour and Alton F. Munnell, Omaha, Nebr., assignors of one-third to Warren Small, Omaha, Nebr. Filed may 29, 1919. Serial No. 300,768. 4 Claims. (Cl. 91—67.8.)



1,345,200.

2. An inking roller, comprising a shaft, a sheet wound upon the shaft and subjected to a heat approximately of 200 degrees, said sheet consisting of a part of the following ingredients which include approximately, in weight, aluminum flake, 2 lbs., lime, ½ lb., sulfur, 3½ lbs., magnesia, 4 lbs., rubber, 40 lbs., and softening agent.

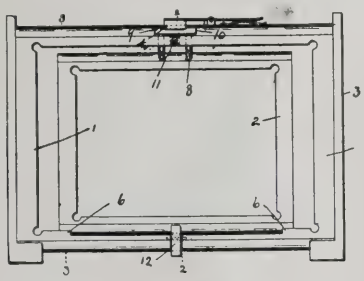
1,344,939—Printing-Plate Clamp. William M. Evensen, Chicago, Ill., assignor to Goss Printing Press Company, a Corporation of Illinois. Filed Nov. 6, 1917. Serial No. 200,502. 29 Claims. (Cl. 101—386.)



1,344,939.

5. A plate clamp operating with a slotted plate bed, and including in combination a plate clamping jaw, a body integral therewith and located within the slot in the bed plate, oppositely moving expanding members mounted in ways in said body, and means for forcing said expanding members outwardly laterally on both sides without movement along said body to expand and fasten the clamp in the slot.

1,347,312—Printing-Press Chase. Clarence H. Weant, Baltimore, Md. Filed Oct. 14, 1919. Serial No. 330,628. 3 Claims. (Cl. 101—391.)



1,347,312.

1. The combination of a printing press chase having ears on the inner edge thereof provided with recesses, a smaller chase adapted to fit within the said first named chase and resting in said recesses, two pins projecting through the first named chase and having beveled lower edges adapted to impinge against the beveled edge of the smaller chase and lock it in the first named chase, and a spring to release said pins when the first named chase is removed.

Spreading Like Wildfire

Over eight thousand Franklin Printing Price Lists have been adopted in the first nine months of 1920.

Ninety-Eight Hundred Now In Use

Food for thought, Mr. Printer!
How can *YOU* function without it?
Write for details.

PORTE PUBLISHING COMPANY, 221 Atlas Block, SALT LAKE CITY, UTAH

THE FUCHS & LANG MFG. CO

Building step by step to the height of achievement from the foundation of an honest purpose.

There are still some Printers throughout the country who have not tried our new development—

Rutherford
Forty Black Ink

An Ink that will work on any grade of book paper. We want every Printer to try it. Those who have already used it are sending in repeat orders.

Rutherford Forty Black sells for 40 cents per pound in lots of 25 pounds or more.

Miracol

One of the best Liquid Ink reducers, sells for
75 cents a pint can
$3.75 a gallon can

The Fuchs & Lang Mfg. Co.
119 West 40th Street, NEW YORK CITY
Phone: Bryant 8080

120 West Illinois Street
CHICAGO

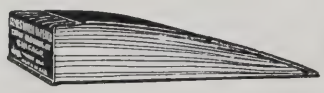
142 North Fourth Street
PHILADELPHIA

Factories: Rutherford, N. J.

New Lines Recently Added

OFFICIAL COVERS, 5 SHADES
ALADDIN COVERS, 10 SHADES
POTOMAC COVERS, 14 SHADES
BROADSIDE COVERS, 7 SHADES
PARQUETRY COVERS, 6 SHADES
INTERNATIONAL COVERS, 8 SHADES
3 PLY ARTISTS SUNBURST, 19 SHADES

ALL ANTIQUE FINISH



REG. U. S. PAT OFFICE

JAMES WHITE PAPER CO.

Telephone—Main 875

219 W. Monroe St., Chicago

"Proof of the Puddin' is in the Eatin'"

ASK any printer in Chicago who has been getting our product during the past ten years what he thinks of our service and the quality of our work.

Crooked slugs and high letters are practically unknown in our establishment.

It costs us money to keep up this high standard of efficiency, but we consider it well spent.

If you are not getting this service now, call us up on your next job and we will convince you that you can sidestep a lot of trouble by placing your order with us.

Auto Deliveries to Any Part of the City

Mathews
Typesetting Company

Linotype Ludlow Lino-Tabular Hand
COMPOSITION

Harrison 4086-2083 626 Federal St.

MILWAUKEE NEWS

(Continued from page 52)

The fame of the sales division of the Milwaukee Typothetæ has spread to many different quarters as evidenced by the recent visit of Secretary Langdon, of the St. Paul Typothetæ, who made a special trip to Milwaukee to investigate the manner in which this division operates. Mr. Langdon attended the regular weekly meeting held October 15. After observing the plan as worked out here, he returned to St. Paul with the intention of applying the ideas obtained to a similar division to be started in his own organization. Mr. Langdon was visibly impressed with Milwaukee's work as a whole and especially the fact that the sales division now represents 50% of the total mechanical payroll of the organization.

Five new members have been added to the sales division within the last month. They are Weber Bros. Printing Company, Milwaukee Times, Broadway Press, Beyer Printing Company and Henry Wheeler Printing Company. All meetings are well attended, with the average running close to 100 per cent. Interest has grown rapidly since the new plan of operation was inaugurated recently.

The Milwaukee Printing Company has increased its capital stock to $300,000.

Bermingham & Prosser Company

PAPERS

KALAMAZOO, MICHIGAN

501 Fifth Avenue, New York City 10 South La Salle Street, Chicago

IMPORT PAPER CO.

LARGEST DISTRIBUTORS OF

Lightweight Papers
Embossed Papers

Also carry a general line of papers in stock including

BONDS : INDEX BRISTOLS
WRITINGS : LEDGERS

Telephone Wabash 3342

620 South Wabash Ave.
CHICAGO

DWIGHT IS RIGHT

DWIGHT OFFSET PAPER is right for many purposes. Made particularly for offset presswork, it naturally has a quality and a finish that makes it desirable for booklets, folders, programs and such literature that demands a stout paper, a clean paper and one with bulk enough to it to give weight to your arguments.

—of course, for offset it has no superior, that is natural.

Dwight Offset is to be advertised to users. Hence, it is known and will be better known.

Every time you order Dwight Offset, you have specified a paper that is already known, popularly approved and properly made.

Today send for sample sheets. We'll gladly show you how it works.

DWIGHT BROS. PAPER CO.
626 South Clark Street
CHICAGO

When you want a good, medium priced bond paper, loft dried and rag ingredient, we recommend

MARINE BOND
(WATERMARKED)

Carried in stock, white and six colors, all sizes and weights. Colors stocked in No. 16 and No. 20 substance, 22x34, 24x38 and 28x34.

Swigart Paper Co.
653 to 707 South Wells Street Chicago

For the Service Printer

(*Continued from page 27*)

the Curtis Publishing Company, which prints the Saturday Evening Post, the Ladies' Home Journal and the Country Gentleman, told the advertiser that he would have to sign a contract for advertisements to run at regular intervals during a full year. The advertiser does not have the privilege of advertising when he wishes, but when Curtis says he shall. This, says Curtis, is for the good of the advertiser—spasmodic advertising encourages rush seasons and dull seasons, which are bad for business and bad for Curtis.

Going further—an agency designed, or aided in the design of, most of those advertisements.

In the final analysis we find the client has put great trust in, and has abided by, the decisions of his agency and the publishers—and his magazine and newspaper advertising probably pays him good returns!

Perhaps you and I, as designers and printers of Direct Advertising, may some time put starch in our backbones, and learn to do as the agencies and publishers do.

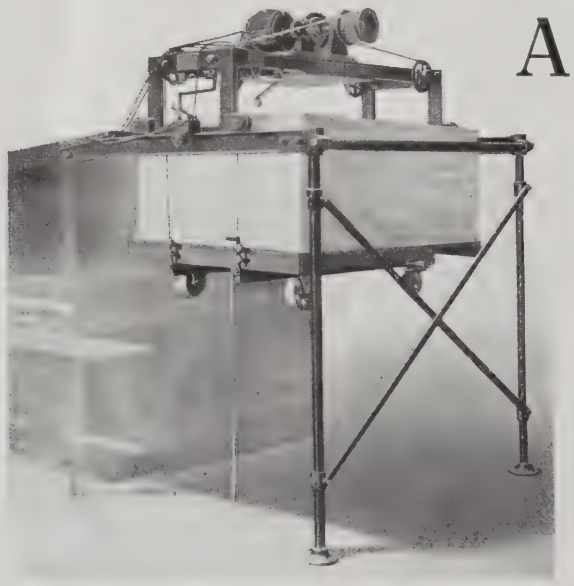
We may be able to refuse to print advertising literature as it comes to us, right or wrong.

We may have our prices based upon merit and costs, and collect them without argument.

We may be called upon to advise and assist our customers in the preparation of their printing before it is ready for the shop. We may insist that direct advertising be handled as a sound and proven selling force to be planned in groups or regular programs.

When we do we'll make more money and, what is more, our customers will find that Direct Advertising is the most profitable advertising.

PAT KAY.



A Day's Run of Stock
Within the Feeder's Reach

Result:
1,000 More Impressions a Day—at Least.
An Increase Worth While.

THE ROUSE PAPER-LIFT

saves the time the pressfeeder ordinarily spends in obtaining new lifts of stock from the floor.

Complete information in booklet, "Rouse Handling vs. Man-Handling," sent free upon request to

H. B. ROUSE & COMPANY
2214 Ward Street, CHICAGO

Extending Standard Service

¶ The old method of distribution, which takes time, money and patience, will be a thing unheard of in any efficient printing plant in the near future. Aside from its wastefulness in other respects, it is the work on which men will invariably lag. It is the leak through which your rightful composing room profits have escaped.

¶ The Non-Distribution System reduces to a minimum the loss in this department. It conserves the time and energy of your compositors for constructive work, which of itself creates an interest, and for which *you* get paid. Saving of time in makeready on the press, and excellence in quality of product, are two of the incidental advantages of using new type on every job.

¶ We use this system in our own composing room because it pays. Let our representative tell you how we can extend its benefits to *your* plant.

Standard Typesetting Co.

701-703 South La Salle Street
Telephones: HARRISON 3570-1-2

Chicago

UNITED TYPOTHETAE OF AMERICA

Catalog and Display Job Composition and Makeup

7 **SEVEN MACHINES—a Model 20,** the only one in a trade plant in Chicago, **four multiples, a Ludlow, an Elrod Slug and Rule Caster,** 7
the most perfect copy marking system, excellent makeup, and the best shop organization in the Middle West. That is the combination that makes real display composition—the only kind we produce.

We machine set type from 5 to 60 point. We do not print.

LINO-TABLER
RULE-AND-FIGURE AND RULED-BLANK COMPOSITION

We produce better Lino-Tabler forms than any other trade plant in Chicago because we do not use linotype rules and spacing material. Our forms are solid—weigh one-third more than lino material—and will not shrink in lockup.

PROMPT SERVICE—AUTOMOBILE DELIVERY

ENGLEWOOD TYPE SETTING CO.

536-540 WEST 63rd ST., CHICAGO

Phone Wentworth 3102 **Starr M. Miner, Mgr.**

Member U. T. A.

Highest Court Confirms Decision Favoring Miller Saw-Trimmer Company

OF MORE than passing interest to the trade is the action of the Court of Appeals of the District of Columbia, which on October 4 denied a petition for a rehearing in connection with its decision handed down June 2, 1920, in favor of the Miller Saw-Trimmer Company.

This definitely confirms the decision that Hans Honigmann is not the original inventor of certain mechanical features pertaining to automatic feeding devices for printing presses, named in his patent No. 1,074,720, and that the Miller Saw-Trimmer Company's inventors are legally entitled to the patent covering the points contested. This action on the part of the Court of Appeals terminates a litigation extending over a period of six years.

U. T. A. Offers New Service to Printers

Continued from page 29

specialized branch by the research department; the bureau of industrial relations will function in its behalf; the advertising bureau will be able to render particular service in the interests of the specialized member. In fact, the whole Typothetæ institution will be more readily dedicated to the service of the individual member.

Frank M. Sherman, formerly director of the Trade composition department, has been selected to head the department of specialized branches. He will maintain at international headquarters a bureau of information and service in behalf of members of the specialized branches, and carry on the organization, promotion and constructive work in behalf of the members.

Black that *is* Black

Have you noticed that much of the Type Printing in your favorite magazines is not as black as formerly? This grayness is due largely to inferior paper and increased press speed. Our chemists have made discoveries to meet those conditions:

Improved Magazine Blacks Without any Increase in Price

Magazine Jet Black No. 7050 at 35 cents is our Best Seller

Write, Wire, Phone, Call—Offices in all the principal cities.

Sinclair & Valentine Co.

NEW YORK: 605-611 West 129th Street

BOSTON.....516 Atlantic Ave.
PHILADELPHIA.....1106 Vine St.
BALTIMORE...315 N. Holliday St.
NEW ORLEANS....425 Gravier St.
CHICAGO.....718 So. Clark St.
ST. LOUIS..101-103 So. Seventh St.
CLEVELAND...321 Frankfort Ave.
DETROIT.....184 Gladstone Ave.
TORONTO.....233 Richmond St., W.
MONTREAL.....46 Alexander Ave.
WINNIPEG.....173 McDermott Ave.
ALBANY, BUFFALO and other cities

FACTORIES: NEW YORK, NEW JERSEY, CANADA

Nationally Distributed—

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"

Distributors

ALBANY.....W. H. Smith Paper Corporation
ATLANTA.....Sloan Paper Company
BALTIMORE.....Baltimore Paper Company, Inc.
BOSTON.....Carter, Rice & Co., Corp.
The A. Storrs & Bement Company
BUFFALO.....The Disher Paper Company
CHICAGO.....Swigart Paper Company
The Paper Mills' Company
CINCINNATI.....The Chatfield & Woods Company
CLEVELAND.....The Union Paper & Twine Company
DES MOINES.....Pratt Paper Company
DETROIT.....The Union Paper & Twine Company
HARRISBURG.....Donaldson Paper Company
KANSAS CITY.....Benedict Paper Company
LOS ANGELES.....Blake, Moffit & Towne
LOUISVILLE.....The Rowland Company, Inc.
MANILA, P. I.....J. P. Heilbronn Company
MILWAUKEE.....The E. A. Bouer Company
MINNEAPOLIS.....Minneapolis Paper Company
NASHVILLE.....Clements Paper Company
NEWARK.....J. E. Linde Paper Company
NEW HAVEN.....The A. Storrs & Bement Company
NEW YORK.....J. E. Linde Paper Company
Miller & Wright Paper Company
NORFOLK.....R. P. Andrews Paper Company, Inc., of Va.
OMAHA.....Carpenter Paper Company
PHILADELPHIA.....A. Hartung & Company
Riegel & Company, Inc.
PITTSBURGH.....General Paper and Cordage Company
PORTLAND, ME.....C. H. Robinson Company
PORTLAND, ORE.....Blake, McFall Company
RICHMOND.....Virginia Paper Company
SALT LAKE CITY.....Carpenter Paper Company of Utah
SAN FRANCISCO.....Blake, Moffit & Towne
SEATTLE.....American Paper Company
SPOKANE.....Spokane Paper and Stationery Company
SPRINGFIELD, MASS.....The Paper House of N. E.
ST. LOUIS.....Beacon Paper Company
ST. PAUL.....E. J. Stilwell Paper Company
TACOMA.....Tacoma Paper and Stationery Company
WASHINGTON.....R. P. Andrews Paper Company
WINNIPEG, MANITOBA, CAN.....The Barkwell Paper Co.
EXPORT.....A. M. Capen's Sons, Inc., New York
W. C. Powers Company, Ltd., London, England
ENVELOPES..United States Envelope Co., Springfield, Mass.

NO matter where your plant is located, there is a SYSTEMS BOND distributor within easy reach. Any of the paper merchants listed in the opposite column will give your inquiries prompt, careful attention.

A request to any of the distributors, or to us, will bring a copy of the new SYSTEMS BOND sample book. If you have not received one, send for it today.

EASTERN MANUFACTURING COMPANY

General Sales Offices: 501 Fifth Avenue, New York

Western Sales Offices: 1223 Conway Building, Chicago

Putting Gold in the Golden Rule

THE GOLDEN RULE has been interpreted in many ways—yet it needs no interpretation. What it needs is universal application. It is clear, concise and all inclusive, and might be applied to the membership of the Franklin-Typothetae in these words: "*Give a fellow member the same opportunity to do your work as you expect and should have to do his work.*" And if we all lived up to THIS interpretation—which means patronizing fellow members first, last and all the time—we would be putting gold in the Golden Rule, as well as developing, by close co-operation with our allied groups, an ever-strengthening bond of union to the end that our organization spirit may attain its greatest development.

Patronize Your Fellow Members

Trade Composition Association — **Employing Rulers and Binders**

A. R. Buckingham	15 S. Market St.
Champlin & Co., Linotypers	2 W. Washington St.
Chicago Typesetting Co.	727 S. Dearborn St.
Empire Linotyping Co.	501 Plymouth Ct.
Englewood Typesetting Co.	536 W. 63rd St.
Kerr-Whitmire Typesetting Co.	732 Sherman St.
Kilgore Linotyping Co.	326 W. Madison St.
Geo. C. Jager, Typesetting Co.	508 S. Dearborn St.
Chas. L. Just Typesetting Co.	218 S. Clark St.
M. & L. Typesetting Co.	4015 Ravenswood Ave.
Mathews Typesetting Co.	626 Federal St.
Perfection Linotyping Co.	720 S. Dearborn St.
Quality Typo Co.	542 S. Dearborn St.
S-K-H Typesetting Co.	149 W. Ohio St.
Smith-McCarthy Typesetting Co.	508 S. Dearborn St.
Standard Typesetting Co.	701 S. La Salle St.
Superior Typesetting Co.	732 Federal St.
Walden Typesetting Co.	720 S. Dearborn St.
Western Linotyping Co.	431 S. Dearborn St.
Woodlawn Typesetting Co.	1221 E. 63rd St.

Aggerbeck Ruling & Binding Co.	107 N. Market St.
J. A. Burrows & Co.	310 S. Canal St.
Caxton Ruling Co.	508 S. Dearborn St.
John H. Daly	300 W. Grand Ave.
C. J. Farwell Co.	626 S. Clark St.
Gould & Eger	157 W. Monroe St.
J. L. Harding Co.	102 N. Wells St.
Fred C. Laukert	712 Federal St.
Harry F. Little	521 W. Monroe St.
Mortell & Co.	626 Federal St.
Oconto Mfg. Co.	525 S. Dearborn St.
Reding & Hauser	621 Plymouth Ct.
Frank J. Stadtfeld	542 S. Dearborn St.
Stoll & Westerlin	416 S. Dearborn St.
Trade Ruling & Binding Co.	607 S. Dearborn St.
F. M. Volkert Co.	117 N. Wells St.
Weber & Bloom	422 S. Dearborn St.
Weil Bros. & Co.	416 S. Dearborn St.
Western Book Bindery	732 Federal St.

Divisions of the Franklin-Typothetae and Members of the United Typothetae of America

Trade Composition Association of Chicago
Employing Rulers and Binders Ass'n of Chicago

BE Lit Sch

VOL. XVIII DECEMBER, 1920 No. 3
Published Monthly: $2.00 a Year; 20 Cents the Copy

UNIVERSITY OF ILLINOIS LIBRARY

BEN FRANKLIN MONTHLY

A JOURNAL FOR THE PRINTING, PAPER *AND* ALLIED TRADES IN THE INDUSTRIAL WEST

Published By

BEN FRANKLIN PUBLISHING CO.
508 S. DEARBORN ST. CHICAGO, ILL.

PHILOSOPHER
DIPLOMAT
PATRIOT
INVENTOR
JOURNALIST
AND PRINTER

A New Year's Resolution---USE CLINE EQUIPMENT

CLINE UNIVERSAL CONTROLLER
Master Switch Station for Flatbed, Offset and Small Rotary Press, giving full Automatic control of the press.

PUSH-BUTTON STATION

ROTARY PRESS CONTROLLER
Full Automatic for large Rotary and Magazine Press

CLINE ELECTRIC MANUFACTURING CO.
Fisher Building, CHICAGO Marbridge Building, NEW YORK

Entered as second class matter September 1, 1911, at the Post Office at Chicago, Illinois, under the Act of March 3, 1879

THE SIGNIFICANCE OF THE SLUG—II

The Run-Around Presents No Problem to the Linotype

The run-around, a bugbear in the one-type-at-a-time shop, presents no problem to the Linotype, *which quickly sets each required line to its correct measure and delivers the job in solid slugs that make for security, ease, and swiftness in all subsequent manipulations of make-up and lock-up.*

Mergenthaler Linotype Company

This advertisement, including border ornaments, is composed entirely of Linotype *material*

Ben Franklin Monthly

Vol. XVIII 20c the copy DECEMBER 1920 $2.00 the year No. 3

THIS ISSUE CONTAINS

IT ISN'T very often we get the opportunity of wishing our many friends a Merry Christmas and a Happy New Year—only once a year, it is true. That doesn't change the fact that we would like to wish those same things for you every day of the year, but such sentiment is usually confined to this one season. For that reason we want to make the most of it by wishing that every minute of next year will bring you not only prosperity and wealth but those even greater and far more important items—health and happiness.

—The Ed.

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WATCH FOR EVERY ISSUE AND READ IT JUST AS SOON AS IT COMES IN. YOU'LL BE SURPRISED

Making a House Organ Pay Dividends

Indianapolis Printer Tells How He Has Succeeded where Others Have Failed. Some Valuable Hints for Practical Use.

By JULIAN WETZEL
The Keystone Press, Indianapolis

HOUSE organs may be distinctly classified into two varieties—internal and external. One you take inwardly, the other you rub on. The first is usually intended to be a good will producer among employes and contains an accurate account of the wedding of Susie MacFarland to Pedro Levitsky, even down to the organdie gown of the bridesmaid and the best man's geranium *bouttonier*. The second seeks to curry favor, in some more or less vague and ambiguous manner, from the customers of the firm—by repeating antiquated jokes, by showing a portrait of the president of the concern, taken in 1888, showing whiskers parted on the chin or a ferocious moustache. Sometimes the content is varied by egotistical and exaggerated accounts of the company's marvelous growth and the superlative excellence of its wares. In this variation there appears an astonishing array of "I's," "we's" and "our's," and the pill is difficult to swallow.

Everybody's Doing It

Nearly every business institution passes through the anxious incubation period and hatches a house organ. A very few of them ever reach a more mature age than Vol. I, No. XII. The infant mortality of house organs is indeed appalling. They die from more causes than beset all other business infants, but the very king of all ailments—the demon of baby house organs—the diphtheria or the croup of the house organ nursery—is letting George act as wetnurse. There is one duty "George" cannot perform—one duty which nobody but a specially trained or specially endowed editor can execute.

As a printer I have attended the obsequies of many a promising house organ. It's like this: The salesmanager or the big chief looks with jealousy and rage upon the glib, sprightly, pretty, well printed monthly publication of their secretly hated rival and says, "We'll print a house organ, too." And then the office force, the buyers, the advertising department, the purchasing department, etc., all down the line, are advised. Bids and dummies are procured. Some matter is contributed. The big chief writes a history of the business, and after three months the first issue is published. It looks good. It is good. Everybody connected with it felicitates himself, reads what he wrote in it, and the natal day is happy. But when the time rolls 'round for the next issue the salesmanager is in Iowa, the bookkeeper is off on his balance, the big chief is wrestling with the Shylocks at the jobbing centers and the purchasing agent gets together two or three little batches of halting, mediocre copy—sends them to the printer and No. 2 comes out eight pages short, ten days late and panting for the breath of life. About one more issue and the little infant is carried out into the back yard and buried.

Hire an Editor

House organs born in such travail as this have no earthly chance of life, because they had no father—no editor—nobody to nourish them, nobody to care for their infantile needs. It must be somebody's *first* duty to edit a house organ—not somebody's second or third or spare time duty. And the editor must be a good one. If you haven't one in your employ, and the chances are against such luck, you must *buy one*. And having bought one you must give him full charge and provide him with ample means. Get ready to go along about six months before creating a ripple on the placid sea of business. The first issues of a house organ are barely noticed. The competition is strong and people expect them to die in a short time anyway.

Now, assuming that we have secured an editor, given him authority, furnished him with the "sinoos" and—the child lives. What can we expect from it? What can it accomplish? How big shall it be allowed to grow? How often and how shall it talk? How shall it be dressed, and what shall it be fed withal? Questions! Questions! And the answers will be just as numerous as Printing Ink's list of American house organs. Nobody asked me for answers. Nobody need take my advice, but my experience of twenty years prompts me to say:

1. Let it be a regular monthly product and keep it away from the jam in the mails which occurs about the first.

2. Let it be small—to fit the coat pocket. Make it short and snappy—never requiring more than ten minutes to read. Avoid long articles as you would a plague—nobody will read them. Shun preaching, poetry and platitudes. Be human, friendly and sincere.

3. Do not make it too fancy, nor too expensive. Do not court the remark, "How pretty this booklet is!" See that it is plainly and decently dressed, but beware of ostentation.

Insures Attention

4. You must depend upon what it *says* to put it over. Feed it with care and select its mental pabulum with the finest discrimination. I never read some of the finest printed house organs which reach my desk. They are all "art" and style, without the vital breath of intellectual life—things to look at but not to read—filled with long, laborious, technical, boresome articles which do not tempt me.

5. It can do wonders. It can carry your message to the men and women in your establishment, as it can be done in no other way. It can make them loyal, make them understand the difficulties of ownership and management, and cement an organization into a brotherhood of common interest. If an external publication it will acquaint your customers with your business, your men, your goods, your policies, your prices, your hopes and your aspirations. Ah, a house organ of the proper kind, designed to fit a certain place and to function for a given purpose, can work miracles. It paves the way for travelers. It finds its way unhaltingly to the big desk in the office marked "Private." No gum-chewing fairy fibs to it about the big chief's absence. No tough kid asks it for its card. His Majesty, Uncle Sam, provides its safe arrival without let or hindrance. If the chief is out on the links it waits—patiently, serenely and without a penny's expense till he returns. He sees it. The rest is up to you.

Continued on page 72

Deplorable Conditions Revealed When Cities are Queried on Apprentice Needs

Reports From Twenty-eight Cities Indicate Boys Shy at Learning Printing Business

SINCE apprentices have become a minus quantity and the startling fact faces employers in the printing industry that unless some move is made not only to increase the quantity, but the quality as well, of the boys obtained for training, the printing trade will soon die out. BEN FRANKLIN MONTHLY has made an investigation of conditions in twenty-eight cities, with the following results:

Cincinnati's report is the most discouraging, and while an individual plant cannot be taken as a criterion of conditions in any one city, the fact neverthless remains that the task of replenishing the supply of skilled labor is the individual's and not that of the industry as a whole. The industry can only do what its units do and it is the duty of every employer to do his share of the great task of making more and better workmen. Inquiry of two Cincinnati plants, ranking among the largest in that city, brings the answer that neither one has any special method of obtaining suitable boys for training and neither makes any special attempt to stimulate their interest after they are obtained. One of these shops reports only one apprentice, whereas it should have almost a dozen.

Three Chicago plants who made answer showed encouraging interest in the matter, for two report they make a special effort to increase the interest of the boys. The promotion of errand boys and the careful investigation of each new boy added to the force to find if he is suitable material for apprentice training seem to be the general ways of obtaining apprentices in the Windy City. All three plants report a follow-up system to keep the boy alert and alive to his opportunities once he has signified his willingness to undergo training. The smaller cities in Illinois all report difficulty in getting boys to take up the work, but after they are once employed they are kept interested through the influence of the proprietor or manager of the plant.

Reports from Wisconsin show that state to be in the same class as the city of Cincinnati, since the plants queried make no effort to arouse enthusiasm or keep the number of apprentices up to the number permitted by the unions. Battle Creek co-operates with the vocational training department of the public schools, but other cities in Michigan are still in a benighted condition. St. Louis is another city where the public schools aid the printers in obtaining right material, for the high schools of that city have a two-year course for which apprentices are given two years' credit. The need of keeping in closer touch with the boys is recognized by one St. Louis plant owner, who declares he "does not keep as closely in touch with them as he would like to." In Indianapolis an agreement between the unions and the Typothetae is used as the basis of operation. One firm in that city writes that apprentices are kept on tip toe through the interest of the foremen, which is, after all, the solution of the problem. Too often the foreman considers the apprentice some one to be kept busy doing janitor work and running errands until the boy, alert to his own need of advancement, becomes disgusted and quits. The printing department in the Richmond, Indiana, high school partially solves the problem for the printers of that city.

Interest in Burlington, Iowa, seems to be lagging since one printer sends in the statement, "Boys do not care to learn the printing trade." An elemental and incidentally efficient, method of keeping up interest is used in Sioux City, Iowa, where the apprentices are made aware of the fact that the more interest they take in the business the more they will be paid. This particular printer obtains boys through advertising and seems to have found it a good means of securing the right kind of material.

The cry of "Help! Help!!" comes from Des Moines, where a correspondent writes, "For the love of Mike, tell us how to get one." Omaha also has a class in printing in its high school, while a large plant proprietor in Little Rock, Arkansas, having the interest of the entire industry at heart, as well as that of the boys, writes that he gives personal attention to his charges.

BEN FRANKLIN MONTHLY plans to publish a series of articles telling in full how each city handles its apprenticeship problem. The first of these appears on another page of this issue and tells of the almost ideal plan by which Springfield, Ohio, a live little city of 60,000 inhabitants, is solving this live issue.

We're Here to Render Service---

The other day one of our advertisers called us up to inquire concerning a certain Indiana printing plant, which had recently changed hands.

We didn't know anything about it, but we soon found out.

Long distance telephone communication with the city editor of one of the community's daily newspapers, gave us the information we wanted and inside of ten minutes we had conveyed the results of our inquiry to our advertiser.

WE'RE HERE TO DO THE SAME FOR YOU!!!

Make Your Office a Sales Force

Small Shops Can Maintain Office That Will Inspire Customer With Confidence

WHEN one goes out to look for employment he doesn't put on his oldest clothes, smudge his face with dirt, and wallow in the mud to give the impression of a plowed field.

Not if the applicant expects to land the job.

One usually puts on his best suit—or brushes up the old one—visits a barber and tries to make as good an impression as possible. It is human nature to size up a person from appearance and the one who makes some semblance of neatness, stands a 100 per cent better chance of securing employment than the one who does not. He can at least command a better salary.

Now apply the same principle to the printing industry in general and the small shop in particular.

The small plant is usually chosen as the place where printing can be bought at any old price, just because the appearance of its front office indicates it to be "cheap." The prospective buyer of printing is just as much influenced by appearances as the employer. When he buys letterheads he acts on the same principle that he does when employing a new clerk. Walking into a plant where the pressroom runs into the office and the office is surrounded by the pressroom—usually the latter—he immediately forms the opinion that "Here's a cheap place. I ought to be able to get this job done at a pretty low figure. *They look as though they need the work.*" Isn't that true? Of course it is.

Then contrast his impression when he goes to the shop of Jones across the hall. A flat top desk, comfortable chairs, papers neatly arranged, clean windows, a few well-chosen prints on the walls, and above all the subdued hum of machinery that comes through the partition; all these immediately make him feel that this plant does good work and of course expects a fair price for it.

Too often the buyer of printing is confronted with a view of the entire plant, with a roll top desk, buried under several printing rollers, a half ream of bond and a dozen or two paste board letter files, with an overflowing waste paper basket and windows framed in cobwebs and darkened with dirt.

One small plant owner who has made a success of his small shop, Frank R. Wilke, Milwaukee, declares the small printing office to be a lightning rod used by buyers of printing to run prices into the ground. He further states: "You go into the average small printing plant and you need a magnifying glass to find the name on the window. It is littered with dirt and dust. The windows have not been washed for years; no light comes into it and as you enter the door your feet get tangled up in the dirt that is lying around, and of course, as you walk into the shop you find no effort has been made to keep the mechanical department from the office. As the buyer of printing walks into this particular shop he finds the same environment confronting him as when he first opened the door. The stone is littered with type, dust and papers. The floors look the same way, and of course the proprietor fits in with the rest of the shop. While I am not an advocate of wearing tuxedos in a print shop I do believe that one's shirt ought to be sent to the laundry once in a while. I heartily endorse a visit to the barber shop at least twice a week and a funnel of some kind for the small shop proprietor I refer to would be a useful implement to pin on the lapel of his coat to take care of the tobacco juice which flows unceasingly from his mouth."

This type of small shop owner isn't as scarce as may seem. Mr. Wilke declares such a fellow has no license in a printing plant. On the other hand, he contrasts the modern print shop, small or large. He says: "The modern printing office, that is, the small shop, is conducted according to the rules and regulations of the larger plant. The front office will be found just as inviting and just as business-like as the larger office. The buyer of printing will find there a private office where he has to send in his card if he wants to see the proprietor, just as in the big office." This system has been vindicated if Mr. Wilke's own plant can be taken as an example—and it can. Mr. Wilke now has an investment of sixteen thousand dollars and his returns each year are seventy-five per cent of this amount. Not bad for a small shop, eh?

> "One must convince the customer that he is buying something more than mere paper and ink. He must be inspired with confidence in one's workmanship and ability to produce printing that will bring him returns. *Such confidence isn't inspired by a fly-specked window, a littered desk and slovenly personal appearance.*"

But listen to what else he has to say:

"The small shop proprietor goes out and tries to sell direct advertising matter without even spending a nickel's worth to advertise his own product. He will talk folders, envelope stuffers and everything else to the other fellow and does not use any to boost his own business. Can you conceive of a haberdasher, who is wearing an 1880 derby, trying to sell 1920 velours? That is the position of the small shop proprietor in a majority of cases. He is not using his own product as a stimulant to interest the other fellow."

Every plant owner should use his imagination in his business, according to Mr. Wilke. If the small owner will capitalize his own ideas, create a need for printing and then fill that need, he is assured of a success that will soon raise him above the small shop class. Creative sales and efficient production go together. Service and a better quality mean more printing at better prices. Mr. Wilke says some people confound the term "service" with the idea that if a buyer leaves an order for a thousand statements and they are delivered within forty-five minutes, while Mr. Buyer waits, that such is service. This is entirely wrong. The product is not as it should be, for it is usually offset, smutty and has not been given the attention it deserves. The small plant proprietor should take the same pride in producing a business card of two hundred as in trying to do an elaborate four-color job. One must convince the customer that he is buying something more than mere paper and ink. He must be inspired with confidence in one's workmanship and ability to produce printing that will bring him returns. Such confidence isn't inspired by a fly-specked window, a littered desk and slovenly personal appearance.

Demand Less: Collections Poor: Paper Market Improved

Reports of business conditions received just before going to press compared with similar reports received last month show the following:

	Demand		Collections		Paper Market	
Ohio	October	November	October	November	October	November
Cincinnati		Poor		Slow		Better
Toledo		Fair		Very poor		No change
Illinois						
Chicago	Below normal	Same	Slow	Normal	Easier	Better
Aurora		Poor		Poor		Better
Bloomington		No change		Poor		Better
Dixon		Increased		Satisfactory		Better
Decatur		75 % normal		Fair		No change
Mt. Morris		Below normal		Poor		Better
Macomb	Good		Good		Easier	
Wisconsin						
Oshkosh	Decreased	Same	Poor	Better	Easier	Easier
Milwaukee		Better		Fair		Better
Tomah		No change		No change		
Michigan						
Battle Creek	Below normal	No change	Poor	No change	Better	Improved
Lansing	Fair	No change	Poor	Still slow		Improved
Detroit	Lessened	Increased	Good	Slow	Improved	Better
Missouri						
St. Louis	Slowing up	No increase	Slow	Harder		Improved
Kansas City	Below normal		Fair		Better	
Indiana						
Indianapolis		Less		No easier		Little change
South Bend		Poor		Effort necessary		Better
Richmond		No increase		No better		Improved
Connersville		Improved		Easier		Improved
Minnesota						
St. Paul		No change		No better		Easier
Iowa						
Burlington		Less		Closer		No change
Sioux City		No increase		No better		Better
Des Moines		Less		Worse		Better
Nebraska						
Omaha	Good	Decrease	Good	Tighter		No better
Arkansas						
Little Rock		Better		No change		Better
South Dakota						
Sioux Falls	Good	Decreased	Poor	Harder	Easier	Slightly better
New York						
Buffalo	Normal	No change	Normal	Better	No change	Easier
Kansas						
Hutchinson	Fair	No Change	Fair	No Better	No change	Easier
Pennsylvania						
Pittsburgh	Good		Fair		No change	
Kentucky						
Louisville	Excessive		Slow		No change	

Note.—Where blank space occurs no reports were received for that particular month.

Labor Once More Abundant

Reports From Many Cities Indicate Increased Desire on Part of Labor to Produce More Work

ONE good result, at least, has come about through the recent let-up in the demand for printing. That is a more plentiful supply of labor and a slight increase in its efficiency. While this increase is hardly noticeable in some centers, it is believed that the next month will see a still greater desire on the part of journeymen to aid the industry in this trying period. The report from three of Chicago's largest printing houses on the labor supply is "plentiful." Down state also reports some improvement, Aurora declaring the supply "plentiful." Bloomington reports similarly. Mount Morris writes, "The situation is much relieved." Dixon is the only city reporting a shortage.

Two encouraging replies come from Cincinnati, where the supply is sufficient although not plentiful. Diversified statements come from Wisconsin, but all of them are encouraging. Eau Claire reports the supply "plentiful." Oshkosh has a fair number of workmen, while Milwaukee declares the situation to be "better than it was." Tomah, Wis., is the only city where a shortage is still evident. Michigan also seems to be in much the same condition as the rest of the country. Battle Creek sends word that the supply is "comfortably plentiful," Lansing that labor is abundant and Detroit, that it is plentiful. St. Louis reports a similar state of affairs, as does Indianapolis, South Bend, and Connersville, Ind. Richmond is the only town in Indiana reporting a shortage. St. Paul gives two replies in answer to the question, one that the situation is "getting better" and the other that it is "normal."

Iowa answered from three different cities: Burlington that there is no change in supply, Sioux City, that supply is plentiful and Des Moines that it is improved. Omaha, Nebraska, reports a "marked increase in those seeking work." Little Rock, Ark., says the supply is not plentiful. Buffalo reports "fair."

Efficiency Increases

From these statements of conditions in various sections of the Central West it can be seen that from the labor viewpoint the situation is vastly better.

Inquiries sent out as to whether labor was manifesting any desire to increase production elicited the following replies: Chicago, two yes, one of whom reported the change "quite noticeable," one no; Bloomington, no change; Mount Morris, no; Dixon, no; Cincinnati, one no and one yes; Eau Claire estimates the increase in efficiency as 10 per cent, as does Milwaukee. The other two cities reporting from Wisconsin declared no change to be noticeable. Battle Creek declares it has experineced a 10 per cent increase in efficiency; Lansing, no change; Detroit, no change; St. Louis, no change; Indianapolis, one no and one yes; South Bend estimates a 10 per cent increase; St. Paul, one yes, one no; Burlington, that it is only possible to increase production by "continual urging." Sioux City estimates the increase in production as 20 per cent, while a correspondent in Des Moines writes that he has "felt labor's intentions to be good." Omaha declares no difference in productivity; Little Rock reports the change not noticeable. Sioux Falls says that so far the change is "a growing appreciation of the value of a job." Buffalo writes slightly increased production is resulting from the change in the labor situation.

In very few cases do reports coming to this office indicate a shortage in office help such as stenographers, cost clerks, estimators or salesmen. One firm in Chicago reports difficulty in obtaining salesmen, while another, in the same city, declares salesmen are plentiful, but good ones hard to find. Eau Claire, Wis., says estimators are not numerically strong and the same word comes from Milwaukee. Tomah, Wis., reports a dearth of stenographers, cost clerks and estimators, while Battle Creek states cost clerks, estimators and salesmen are scarce. Salesmen are reported scarce in St. Louis, while cost clerks, estimators and salesmen are among those missing when the roll call is made in Indianapolis. Burlington reports the same condition, while cost clerks and estimators are the need in Sioux City. Stenographers are few in number in Omaha, and Little Rock writes that competent salesmen are difficult to obtain.

(Ben Franklin Monthly sends out each month questionnaires on live subjects, which enable it to keep its readers thoroughly informed on conditions in which they are most vitally interested. These reports accurately reflect conditions and can be taken as the exact state of affairs in the cities from which they are received. This is only another evidence of the fact that Ben Franklin Monthly is alive and growing—that it is serving the printers of the Central West with the news and information they desire.)

European Publishers Suffer From High Costs

"ENGLISH publishers are seriously considering the possibilities of printing and binding some of their books in Holland. This experiment was tried many years ago, and several important Dutch firms are again quoting for the production of English books. Publishers have also lately received similar inquiries from Germany, but it hardly seems likely that anything will materialize in that direction," so declares Sir W. Robertson Nicholl in a recent article in the *British Weekly*.

The *London Times*, picking up the scent, has made inquiries in London, with the result that some interesting figures have been unearthed. It seems that an anonymous Dutch firm about to build a large printing works in Holland, has been seeking orders through an agent in London. A quotation was asked for printing and binding certain books, and the estimate showed that, while paper cost the same, printing and machining was quoted at 20 per cent less than in England but binding was 25 per cent higher.

Edinburgh publishers, like those of London, are suffering seriously because of the increased cost of printing and paper and are being approached by Dutch firms eager to do the work at cheaper rates. Edinburgh is the center of the Scottish book trade. A leading publisher of that city describes the situation as serious, particularly in regard to the publication of educational and technical books.

Rumors have also come from Paris to the effect that certain Parisian publishers are arranging, because of the high cost of production, to have their books printed in Vienna, Amsterdam and Roumania.

New Division Within U. T. A. Is Contemplated

FROM its very inception, as a method for bringing to local Typothetae members the fullest returns from their affiliation, the "Group Plan" has been a success. As the plan is operated, the various members carrying on the various activities which go to make up the printing industry are classified and divided into groups. Each of these groups has its chairman and committees, and meets regularly for the transaction of business. At these meetings matters of particular interest to members of the group are discussed and whatever action seems advisable is taken. As a result, many bad conditions affecting the particular activity carried on by each group are in many cases either eliminated or improved; trade customs, credit terms, codes of ethics, etc., are adopted for use by the group, and cost and method are the objects of discussion and action.

The plan permits of co-operation, by those most interested, in many matters which are of no interest to the membership of the local organization in general. Without the group plan, the particular affairs of certain classes of members would never receive consideration by the organization as a whole. The group plan assures the discussion of questions affecting all members, and assures co-operative action to remedy whatever of bad may exist.

BEN. C. PITTSFORD
Chairman, Advertising Composition Group of Franklin-Typothetae of Chicago

Now that the Department of Specialized Branches has been established at U. T. A. headquarters, for the express purpose of assisting members to affiliate themselves together as branches or divisions of the parent body, the group plan takes on greater significance. Its development within the local Typothetae organization, together with the gathering of the various local specialized groups into branches, holds the promise of a completely organized industry. Each unit may be developed to the utmost of its possibilities, yet remaining a component part of the unified whole—the United Typothetae of America.

The division of the local membership into groups has its greatest development in the Franklin-Typothetae of Chicago. The plan of organization at present being followed calls for twenty-two groups. Of these all but four or five are at present organized and functioning in behalf of their members.

The latest group organized within the Chicago organization is that which embraces within its membership concerns which are engaged exclusively in the advertising composition business. The chairman of this group is Ben C. Pittsford, and it embraces in its membership every firm engaged in this very highly specialized business within the jurisdiction of the organization.

The members of the Advertising Composition Group of the Chicago Franklin-Typothetae regard it as their special mission to educate the buyer of advertisement composition to the enhanced value of ideas properly expressed in type. They are carrying on a constant campaign in the interest of better typography and higher ideals in advertising.

The Trade Customs subscribed to by the members of this group are as follows:

Orders: Regularly entered orders cannot be canceled except upon terms that will compensate the printer against loss.

Alterations: To be charged for at regular hour rates of hand composition.

Live Type Matter: Forms waiting for final O. K. will be held for thirty days from the date first proof was submitted. Any type standing longer than this period will carry an extra charge of 4 cents per square inch per month.

Stereotyping: Under no circumstances will it be permitted to make stereotyped plates from type.

Printing from Type: A limit of one hundred impressions will be taken from type forms. Where more than one hundred proofs are required, type must be electrotyped.

Type Forms Sent Only to Electrotypers: No type will be sent to outside printers or publishers. Forms so ordered, must be first electrotyped.

Overtime: All work required to be done outside of regular working hours will be charged for at overtime rates.

Special Material: All type, rules, etc., specially bought at request of customer, to be paid for by him.

Electrotypes and Engravings: All electros and engravings ordered through the printer will be billed at not less than scale prices—no discounts.

Hand Proofs: Proofs not in excess of three will be submitted with original set-up. Where more than three proofs are desired an extra charge will be made.

Proof Paper: For ordinary proofs a regular proof paper will be used. Where a special paper is desired by the customer, the charge for proofs will be based on stock selected.

Imprinting Proof Paper: A regular printing charge will be made where client desires his special imprint on proofing paper.

Foundry Forms: Type forms returned from electrotyper after plating are assumed to be dead, and will accordingly be distributed. Foundry forms ordered to be held standing will be charged for—at the regular square inch rate:—4 cents per square inch per month.

Terms: Terms are net cash. Interest will be charged on past due accounts.

Customer's Property: A charge will be made for the storage of all plates, cuts and drawings carried by the printer longer than thirty days. All paper, plates, cuts and drawings are held at customer's risk, and the printer assumes no responsibility for loss or damage by fire, water or from any other cause. It is understood that all type, plates, cuts, paper or other material belonging to the customer shall remain in the possession of the printer as a lien until all claims of the printer shall be paid. In case the claims

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On Overlooking a Bet or Two

Don't Pass Up The Little Fellow Next Door; He May Be Your Best Customer Tomorrow.

JOHN E. ALLEN

ON THE occasion of a recent visit to the office of my good friend, Henry Bleeker, I heard a little story which rather forcibly impressed upon my mind two items: First, that mental suggestion is indeed a wonderful thing; and second, that it should prove advantageous for the master printer occasionally to determine if possible, whether he is overlooking any apparently trivial, but in reality potentially important business opportunities.

Buckley, a printer (so ran the story), wanted to get hold of some specimens of printing produced by the Liltonhouse Printery. Now, Buckley could have secured those specimens in any one of a number of ways, preferably, of course, by having made direct application to the Liltonhouse company for them. But Buckley did not believe in the principle of coming right out into the open with his competitors. He decided to secure those specimens in a roundabout way.

Aid Enlisted

Pretty close to the Buckley plant was a little restaurant where the proprietor of the printery was in the habit of taking his noonday lunch. And one noon hour Buckley asked the restaurant keeper, Pete Hanson by name, if he would send in to the Liltonhouse company and get the specimens wanted.

"Sure," said the obliging acquaintance and occasional buyer of printing. "Just write down what you want and I'll use my name and address. When they come, I'll bring them in to you."

Soon the letter was written and sent. The specimens at length were received by Hanson, and finally reached Buckley. And there the transaction was thought by Buckley to be finished—but it was destined to have a sequel.

It seems that for several years the restaurant keeper had been conducting a more or less pretentious fruit and truck farm on the side, and that the farm had been bringing him in a pretty good revenue. Eventually the business of scientific farming had become such a profitable pursuit for Hanson that he increased the acreage of his farm, and removed his restaurant business to a larger and better place on one of the main streets of his town. Also, he began to do some advertising—and right here is where the sequel to Hanson's sending in for those specimens for Buckley comes in.

The Boomerang

In a conversation with Hanson just a few days ago, my good friend Henry Bleeker was made familiar with some additional facts in the case, and from those facts he soon figured out to his own satisfaction why it was that Hanson had begun to take more interest in the business-building possibilities of the right sort of printed matter, and also why it was that Hanson now purchased all of his printing from the Liltonhouse Printery.

It would appear that when the package of specimens had come to Hanson, his curiosity had prompted him to look within the container. Some of the pieces of printed matter had caught his attention, and he had drawn them out of the envelope for closer inspection. He had become very interested in some of the specimens, for never had Hanson been called upon by a printing-house salesman with a brief case filled with attractive specimens. Finally he had taken the collection of printed pieces into Buckley's plant, but before doing so, he had been careful to note again the name and address of the firm from whom the specimens had come, and he had gone back to his restaurant with his mind occupied with a train of thought that it had not entertained before.

Sold Without Knowing It

Without doubt, the Liltonhouse company and its possible products were given an abiding residence in the subconscious mind of Hanson from the very first instant in which he regarded the specimens solicited for Buckley. Hanson never had been presented with a showing of printed pieces produced in the Buckley plant, and so, even though the neighborhood printer was a good friend and regular customer of Hanson's, the restaurant keeper's mind was more disposed to associate the idea of good printing with the name of the Liltonhouse firm rather than with that of the Buckley company. Besides, it is possible that Hanson may have reasoned—consciously or subconsciously—that the Liltonhouse product necessarily must be superior to the Buckley commodity, or else Buckley would not have desired to receive those specimens.

And, no doubt, Hanson's continuing to think about the matter of those specimens had kept the subject of printing in his thoughts until at last he had been influenced to become a bigger buyer of printing—and, naturally, to patronize the printery that had impressed him most favorably.

Don't Overlook Trifles

"All of which," I remarked at the conclusion of the story, "certainly goes to show what a little thing like mental suggestion will do, doesn't it?"

"Yes," said my good friend Henry Bleeker, "and it goes to show something else. It goes to show that we hadn't ought to overlook altogether the little fellow near at hand—that we ought to give him some personal attention every once in awhile, even if he isn't in a position to buy much printing at the moment. Furthermore, it goes to show that Buckley adopted the wrong method of getting those specimens. He should have walked right in through the front door of the Liltonhouse plant and asked to look at what he wanted to see—and conditions in the printing business in his community should be such that he would have been welcomed with a smile by his competitor. It goes to show that all master printers—everywhere—should quit fighting among themselves and get together for their own good and for the good of the industry and of civilization."

No Enjoyment When Jap Comps. Strike

CHARLES FRANCIS, writing from Japan, tells of Jap compositors in Tokyo striking for the eight-hour day. When it was refused the compositors made "pi" of the fonts of type. Each font is composed of 3,000 Chinese hieroglyphics and seventy-five Japanese characters.

The Adventures of Stall and Hustle—*I. The Early Bird Catches the Worm.*

—Drawn for Ben Franklin Monthly by Lowry

Keeping the Publisher Sold

How One Chicago Firm Builds Good Will Through Use of "Service"

A SERVICE idea that might be adopted to good advantage by many publication printers—a goodly number already use it—is that of sending out envelopes in which the publisher encloses his "straight" matter and advertising copy, insuring the copy's being delivered to the right department of the plant without loss of time or motion. These envelopes, as sent out by the Rogers & Hall Company, Chicago, which lists over a hundred publications on its books, are of heavy manila, 5x11½ inches in size and have printed on their face something similar to the following:

Copy from.....
.....

ROGERS & HALL COMPANY
Catalog and Publication Printers
Polk and LaSalle Streets, Chicago

Attention of

Advertising Dept.
Linotype Dept.
Makeup Dept.

This not only means that copy can be quickly sorted after the messenger has delivered it to the printer, but it aids in saving the time of the messenger, since the copy he carries is always in standard form.

To aid in setting up advertising copy as the customer wants it, forms have been adopted by many companies. Perhaps the most efficient is that used by the same firm that sends out the envelopes—Rogers & Hall Company. The form it uses is similar to this:

Instructions to
ROGERS & HALL COMPANY
Catalog and Publication Printers
Polk and LaSalle Streets, Chicago
Phone: Wabash 3381

Publication .....
Name of Ad.....
Width (inches).....
Depth (inches).....
Number of Cuts.....
Cuts herewith.....
Cuts to come.....
Cuts in old Ad, issue of.....
Page No.....
New Copy or Correction.....
Style .....

(Under the above heading avoid, if possible, any correspondence or letters from advertisers relating thereto, making instructions brief and explicit.)

Electrotyping .....

REMARKS

Proof to.....
Signed.....
Date.....19....

This form is on colored paper to enable the compositor to distinguish it immediately from advertising copy, is printed 10x5 inches and is put up in pads.

The same company makes use of many other forms to aid in getting work through the plant on time. In addition to increasing the speed with which each publication goes from editorial office to reader, the publisher is aided in turning out his magazine and always appreciates the printer's aid and interest as shown through these little service features.

President Direct Mail Advertising Association

Joseph Meadon, Detroit

JOSEPH MEADON, president of the Franklin Press, Detroit, was elected president of the Direct Mail Advertising Association at its convention in Detroit in October. Born in Belfast, Ireland, of Scotch and English parents, he early moved to France. Returning to the British Isles, he joined Hay A. Nisbot & Company, Glasgow, Scotland, as assistant works manager, later becoming manager of another publication firm employing 300 persons. He came to America while still early in life and worked for a time as publication manager for the Architectural Builders' Association of New York. Afterwards he became general superintendent of the Republican Printing Company, Hamilton, Ohio. While here he founded and edited the Graphic Arts and Crafts Year Book. Today he enjoys the enviable position of president of the Franklin Press, as well as head of the D. M. A. A.

Foreign Troubles

REPORTS from foreign countries on the labor situation in the printing industry show that the average yearly earnings of men in Sweden increased 137 per cent from 1913 to 1919 and those of women 121 per cent. This includes the paper industry as well as printing. In Melbourne, Australia, the book and job printers have returned to work after an unsuccessful strike lasting eleven weeks. The strike was called to enforce the 44-hour week. Only newspapers agreed to the short week. Increasing unemployment is reported from Great Britain. The amount, however, is still less than in pre-war times. In July, 1914, there were 500 unemployed in the London Society of Compositors, whose membership was a little over 12,000. In August, 1920, the membership was 15,000 and the unemployed numbered about 200. The outlaw strike of Manchester and Liverpool printers, in the same country, has been settled after three weeks. Arbitration was the means used in bringing about an agreement.

What The Bookbinders Are Doing

President Brassil Issues Appeal to Bookbinders Urging Them to Support Organization

AN INTERNATIONAL association of employing bookbinders was organized in St. Louis during the convention of the U. T. A., last September, at which time D. S. Brassil, of New York, was elected president. We have asked Mr. Brassil to explain to our bookbinder friends the purposes and goal of his organization, with the result that he has written the following self-explanatory statement:

Editor BEN FRANKLIN MONTHLY:

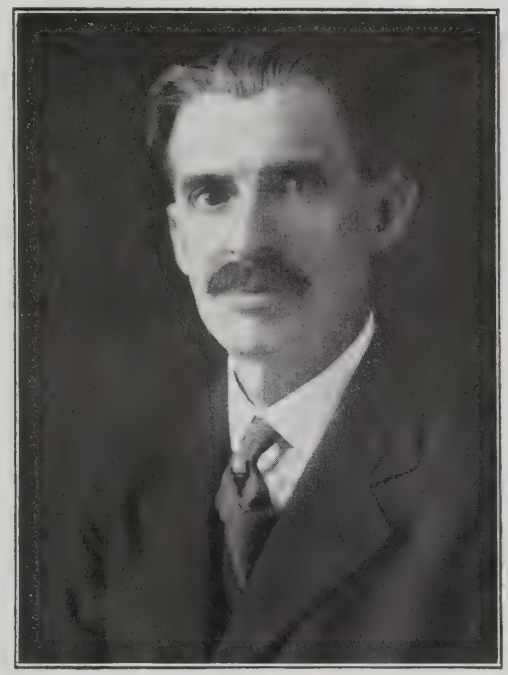
Replying to your request that I write a brief outline of the objects of the Employing Bookbinders of America, I can state it briefly by saying, "The General Welfare of the Bookbinding Industry Throughout the Entire Country," and let it go at that; but as I really want to go into more detail and express some thoughts that have been in my mind for a considerable time, I shall take this opportunity of expressing some of them.

Speaks From Experience

From an experience of twenty-five years in organization work, there is absolutely no doubt whatsoever in my mind but that an organization of any sort connected with any industry, can be, will be, and is beneficial to each and every member who makes any effort to avail himself of the opportunities that are available through his membership.

I believe that every employing bookbinder throughout this country owes it to the industry from which he obtains a livelihood to do his mite toward making an organization composed of the persons employed in that same industry a success. He should keep in touch with the organization and offer suggestions when he has any to offer. If he has any information that is really worth while, he should pass it along to the other members of the association through the home office.

Fortunately, the large majority of employing bookbinders throughout the United States are men who have come up from the bench and are thoroughly familiar with all of the mechanical departments, and in the majority of instances are competent bookbinders, but they have been obliged to work continuously, expending every effort possible to make both ends meet, and have had very little time to give to anything outside of their immediate business. They fail to see the possibilities that come from rubbing elbows and exchanging thoughts with their fellows. They are afraid that the time so spent will be wasted, not realizing that they are apt to derive far more benefit from what they learn from the other fellow than they are able to give.



D. S. BRASSIL

Mr. Brassil was born in Cambridge, Mass., in 1863. At the age of 20 he began to learn the bookbinding industry by working at the bench in Boston. Migrated to New York in 1890. Began business for himself in 1895. Has built up an edition bindery of considerable size since that time. Connected with organization work for 23 years as first president of the Board of Trade, first president of the Employing Bookbinders' Association of New York, and first president of the Bookbinders of America.

During the life of the Board of Trade, he has served continuously on the Board of Managers.

Originated the present system of estimating that is now being used in the majority of bookbinding establishments throughout the country.

At present he is the chairman of the Labor Committee for the Employing Bookbinders' Association of New York.

Has Already Done Much for Industry

There are many things that will arise from time to time through an organization of this kind that will be of benefit. It is foolhardy on the part of any employer to ignore the opportunity of becoming a member.

I will cite one example that was brought about by the organization of Employing Bookbinders of America. We had just organized when we learned that the International Brotherhood of Bookbinders, who were about to hold a convention in Baltimore, contemplated cutting out piece-work in all bookbinderies throughout the United States. One of our executive committees asked the president of the International Brotherhood of Bookbinders to appoint a committee consisting of representatives from different sections of the country who would meet a committee appointed by the Employing Bookbinders of America from different cities and discuss the advisability of such an action at this time. It was found, after a discussion of several hours by both the committees, that it would be better for the welfare of the industry to continue piece-work, the committee of employes having in mind that piece-work gave the individual an opportunity to receive recognition for his personal effort and that efficiency had an opportunity to be displayed, whereas if piece-work were abolished, all men, no matter what their ability, would be placed on the same level. The capable mechanic would be able to earn no more than the prevailing scale no matter how competent he might be. They felt that every

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Good Work—Proper Price—Fair Profit

The Customer Expects a Good Job and Is Usually Willing to Pay for It. Poor Workmanship Lowers Dignity of Craft.

GEORGE W. TUTTLE

THE good Lord deliver us from the fellow who slaps on the ink, almost scorches the grease off the press in a Marathon race against time, glances at the ink-bedaubed, impression-cursed, innocent sheets of paper that he has defiled with ink, and says: "Oh, that job is good enough!"

Why, that type of man gives the business a black eye, tucks in a solar-plexus blow, makes the business take the count and then calls in the sheriff-undertaker for the obsequies. Do a poor job and get away from it; you might as well try to get away from your shadow. You might do a poor job of doctoring and get the undertaker to cover it up; you might do a poor job of plumbing under a house and keep it hidden for a time; but a job of printing, why it just mosies out into the daylight for all the world to read. No camouflage, no deception; here it is; "Jones did it!"—give the devil his due. Handwriting on the wall—everybody reads it! An impression—looks as if type had been driven in with a maul! Ink—looks as if it had been put on with the latest fertilizer spreader! Prospective patrons shy away from such an office like a skittish colt from a newspaper. Yes, the number of such places is decreasing; they will be as scarce as the proverbial hen's teeth after a time.

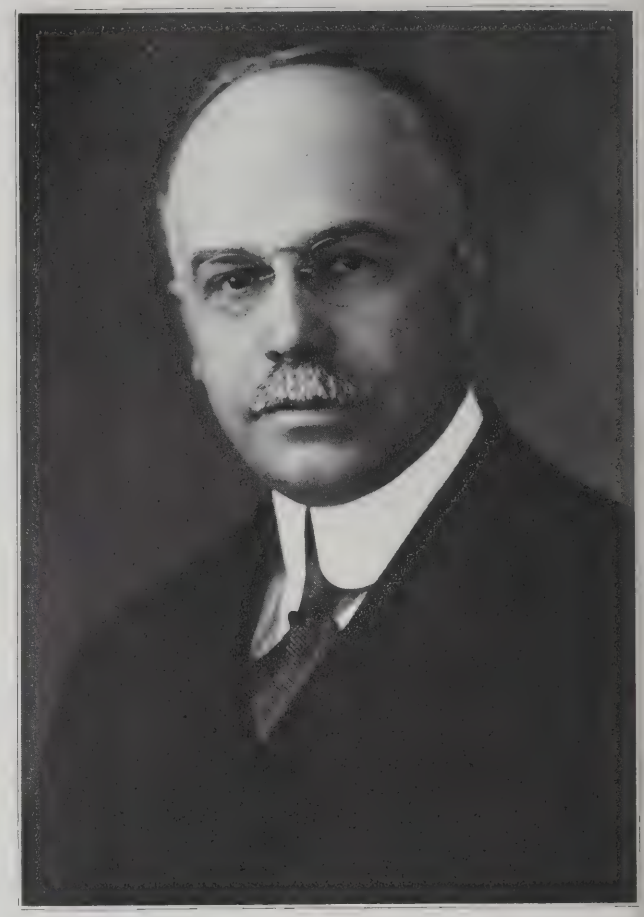
How different the printer who takes pride in his work; how carefully he regulates impression and ink; how the neatness of his office and the rattle of his presses alike seem to echo these words: "Good job! Good job!" Only the man who would rather be a good printer than to be a poor president of the United States is fit to hobnob with a modern printing press. Learn to be exacting with yourself; set the quality pace for your office, then expect employes to keep step. The French lass who saw our boys marching on the streets of Paris, exclaimed in admiration: "They have but one leg!"

The patron who says nothing is frequently thinking at a 2:40 gait. He may be swearing by your work and inwardly vowing to patronize no other printer for many a spell of moons, or he may be wishing that you were in Halifax or in the mountains of the moon. No, it does not depend on the patron, it is up to you.

There are a lot of people in this old world who appreciate a good job of printing. "Thompson will do it a little cheaper," they say, "but we like your work." Hitch your printing office to that kind of people; accumulate friends as well as patrons.

What is more restful and harmonious to the eye than an artistic job of printing? There are artists on paper as well as artists on canvas; artists in job printing offices as well as artists in studios. Set the printing standard high, do work that you will not be ashamed to meet anywhere. A good job, a pleased patron, a growing business, do they not put the printer on good terms with himself and with all the world? As for the so-called printer who leaves behind him a slimy trail of ink-bedaubed jobs, we cannot wonder if he looks backward and thinks that all the world is vile.

J. Linton Engle, First Vice-President U. T. A.



BEING president comes natural with Mr. Engle, since he holds that position with the Typothetae of Philadelphia and also with the Holmes Press, 1315-29 Cherry street, Philadelphia.

No Agreement to Give Forty-eight Hours' Pay for Forty-four Hours' Work

THE Closed Shop Division of the U. T. A., which met in Cincinnati November 10, passed the following resolution relative to the stand of that organization on the forty-four hour week.

Whereas, At the Convention of the Closed Shop Branch of the United Typothetae of America, held in New York in September, 1919, the following resolution was passed:

"RESOLVED: By the Closed Shop Branch of the United Typothetae of America, in Annual Convention assembled in New York on September 16, 1919, in accordance with the intent expressed by the International Joint Conference Council, that we hereby agree to the introduction of the forty-four hour week in the Closed Shop Branch on May 1, 1921," and

Whereas, There is absolutely nothing in the resolution touching on local wage adjustments, and

Whereas, The impression having been created that forty-eight (48) hours' pay would be continued for forty-four (44) hours' work, it becomes necessary to advise our members that no such agreement was entered into by the Closed Shop Branch of the United Typothetae of America.

Over 150 members attended the conference.

Law Printers to Come to Chicago

The National Association of Law Printers will meet in Chicago, January 12.

Type Metal Depreciates 100% in Year Says Trade Plant Owner

C. N. Wrightson Tells Why in Answer to Inquiry Made by Boston Publication

WHAT is a fair percentage of depreciation per annum to allow on Linotype and Monotype metal? As the Scotchman said: 'That is a moot question,' which presumably is his way of denoting a matter of considerable gravity," says C. N. Wrightson, in *The Print Review*, Boston.

Continuing he declares: "If you would make money in your business, you must know your costs. Yet rather wide inquiries on my part have served to indicate that on this particular subject there prevails an astounding amount of ignorance.

"One individual, who operates composing machines, in order to figure out his income tax, hired an accountant, who allowed him depreciation on his metal at 10 per cent. Based on those figures, our subject, in order to retain his metal at its original volume, should add one-tenth of that volume in new metal every year. But the facts show that, in order to provide himself with sufficient metal to keep his machines going, he had purchased during the year close to ten times as much metal as he had allowed for metal depreciation.

"We write off our printing presses in ten years, yet I have seen twelve-year-old presses doing work as good as when new. The 10 per cent depreciation idea, however, is correct when applied to machinery because, undoubtedly, much machinery is either worn out or obsolete at the end of that period. It goes to prove my point that, in allowing for depreciation, we cannot be absolutely exact, for our estimates must in the very nature of things be entirely approximate. But if we are going to run our business correctly we must be on the safe side by thoroughly assuring ourselves that our depreciation allowance is entirely ample.

"I have gone to considerable trouble in making inquiries throughout the United States and Canada on this subject. These inquiries have had an astonishing result, inasmuch as they have brought to light the fact that practically every answer to my question brought forth the acknowledgment that, although they charged depreciation usually in the neighborhood of 40 per cent per annum, yet they were of the opinion that this figure would not be nearly sufficient to cover their losses if they were compelled to sell their stock of metal at five cents a pound, which is liable to be the prevailing market price for old Linotype and Monotype metal at the hypothetical moment when their plant is forced on the market for sale.

"What is sauce for the goose should be sauce for the gander. To metal we should apply similar principles of depreciation as we apply to the remainder of the plant, and, as far as my plant is concerned, I am convinced that to be fair to my business I must place my metal depreciation at one hundred per cent per annum.

"Place a thousand pounds of old metal in your smelter. Pour the metal and weigh the result. Thirty pounds have disappeared in oxidization, or wherever bad metal goes to. Feed a thousand pounds of metal to your machines and another thirty pounds disappear into the air and floor sweepings. Thus, to turn old metal into type for the printing machine, you have totally lost six per cent of its volume, and, sad to relate, the greater part of that loss is in the highly expensive constituents of your alloy, namely, the tin and antimony, which, for some reason well known to metallurgists, have very elusive properties when submitted to the comparatively great heat of your smelter. So, added to your six per cent loss of volume, you have a further loss of value through a reduction in percentage of tin and antimony constituents.

"With a fall in metal prices on a constantly fluctuating market, combined with the losses of once using and once smelting, it is quite possible that one thousand pounds of metal bought at fifteen cents a pound would bring on the market a sum representing nine hundred and forty pounds of junk metal at five cents a pound, a loss of more than sixty-six per cent.

"There are hundreds of country newspapers that re-melt their metal every week and there are some high-class printing establishments that keep large jobs standing for months at a time. In my plant we re-melt on an average every three weeks or, say, seventeen times a year. A three per cent loss at every smelting and a three per cent loss in going through the metal pot and the trimming knives (six per cent each time we produce completed printing material), multiplied by seventeen (the yearly turnover), brings out my loss at one hundred and two per cent per annum, without taking into consideration the fact that the metal drops in selling value compared to purchase price at least fifty per cent at the very first melting. Yet, with these figures before me, I am informed by reputable printers throughout the United States that they are writing off only forty per cent of the metal per annum!

"If accurate costs are to be found, Linotype and Monotype metal must be charged, not to plant account, but to renewing metal. If the depreciation is one hundred per cent per annum, which it undoubtedly is, and even more in some cases, when metal is bought when the price is high, the logical thing is to consider it an expense and to charge it as such. Until this is done, we are not getting accurate figures and are paying our metal losses out of our profits."

Little Decrease in Number of Publications

THE forthcoming report of the postmaster general will show little if any decrease in the number of second-class publications of the country for last fiscal year, as compared to the number passing through the mails at close of fiscal year, 1919.

Records of the department in this respect do not designate number of daily newspapers, the entire list of second-class publications being tabulated together.

The greatest slump in publication of periodicals experienced in recent years took place in 1918, during which there was a falling off of 1,183 second-class publications, as compared with number being published in the previous year. Decrease in the year ended June 30, 1919, was almost as great, amounting to 1,158. Decrease in 1917 was 91.

Unofficial information is that there will be no appreciable change shown for year ended June 30.

FOR THE SERVICE PRINTER

By PAT KAY

A new department devoted to the interests of the progressive printer who is interested in so-called "SERVICE PRINTING." Conducted by a man who in three years has nearly quadrupled the business of his firm and is still actively successful. Not only a series of authoritative articles, but a bureau that will promptly answer all your inquiries on service printing. Inquiries are held confidential and comments on the department will be welcomed.

From the letters that have come to me it is evident I have created one incorrect impression—the necessity of going after new accounts to sell Service Printing. Not so. Your present list of customers probably contains your best prospects.

You have their confidence and friendship and they fear no radical action from you. The stranger who comes to them is eyed with skepticism; they fear he is about to spring some new and impossible idea. They hesitate in allowing him to prepare any suggestions in the way of advertising literature for fear it will be too costly to accept, and having no easy way of refusing, they hesitate to allow the stranger to even make an effort to sell them. But they will talk to you who understand something of what they are able to spend and have some knowledge of their merchandise and methods.

Particularly open to development is that line of merchandise which has some little adjunct to which direct advertising may be applied. Having demonstrated the efficiency of your service by inexpensive tests on your client's specialty, you have an opening into larger business on his entire line. Consider the following examples:

We have a manufacturer of silk cords, fringes and trimmings. Among a list of his minor products is a small line of cords ready for easy attachment to floor lamp chains and the chains on overhead lights in the home. Some drygoods merchant had asked for them at one time and since then they have been listed in the general catalog, included in the sample lines when convenient and indifferently sold by the salesmen.

Our friend, the Service Printer, whose advertising knowledge is merely that of applied horse sense, picks on these lamp cords as "meat" for his initial effort. He remembers how difficult it was to find the little chain on the overhead light in the bathroom, how he cussed its habit of changing locations whenever he blindly passed the space overhead in his effort to find it and how, in the end, friend wife had attached a piece of white tape to it, hanging low enough to be reached and yet not heavy enough to cause annoyance. There were objections to that white tape; it was unsightly and grew dirty with use.

So he prepared a simple show card, a sprightly little envelope stuffer and a circular. The show cards pictured the convenience of the silk cord attached to a floor lamp or overhead light, stated that the cords, with tassels attached and a convenient loop at the top, were obtainable in any color to match lamp shades, globes or draperies. The envelope stuffer carried the same message and suggested the cords as inexpensive gifts. The circular was written to the dealer. It laid stress on the tidy profit in such an item, told him that two show cards and a small supply of the envelope stuffers would be sent with each order. The dealer was requested to put one show card in his window and the other on his counter near a light to which the cord might be attached. The stuffers were to be put in his packages and his statements or other mail to his customers.

The cost not being high, the manufacturer decided to try it out. The salesmen were encouraged to try to sell the cords. A fair volume of business resulted, three new accounts were started and some old ones awakened because of interest in the lamp cords. Mr. Manufacturer gained confidence in his printer and some substantial business has resulted.

Another case:

A scale manufacturer had his catalog printed. It was neatly prepared and quite presentable so far as catalogs go, but the printer knew it wasn't a piece of sales literature and he knew no direct advertising had gone out in advance to arouse interest in the forthcoming book, nor had any followed to develop sales from its sending. The manufacturer was quite content to proceed on his customary way—the printer knew that a remarkably accurate and durable line of scales was blooming unseen but by a few merchants who themselves were content to let the line sell itself.

So our horse sense printer picked on an interesting item in the line—a baby scale. It was a compact, smart looking scale in light grey enamel with a white, glass-covered dial. The baby basket was removable and could be replaced in a moment with a scoop, when the mother wanted to use the scale for weighing household purchases or weighing the portions of a cooking recipe.

Pat Kay will answer your questions on service printing. Your correspondence will be held strictly confidential and the service is absolutely free. Write him care of Ben Franklin Monthly.

A show card showing a plump baby on the scale was first prepared. A little card, "The Ideal Gift for a Baby Shower," was designed. Then a four-page letter was prepared. It told about the improved scale, showed how to make a complete window display of scales, showed the scale as the interchangeable baby basket and household scoop and reproduced the show card and the little cards for use in packages and mail. With the circular was an order blank.

The circular, aided by a follow-up letter, which also was accompanied by an order blank, performed wonders. The printer has since started on some effective literature for other items in the manufacturer's line of scales and has approval for completely rewriting the catalog and printing it in two colors instead of one.

Perhaps I have selected two easy cases and the printer was unduly successful. Suppose you write me the facts on a hard one—I'll try to dig up a suggestion for you—keeping the thing confidential of course.

* * * *

Yesterday's mail brought this comment from a printer who designs and produces a goodly quantity of advertising literature:

"The bulk of the advertising matter that comes to us from paper houses deals with book paper and bonds. The former are welcome, inasmuch as book paper is the largest item of our paper purchases. But as for bonds—we do not make any great effort toward letterhead business. The lithographers seem to pick off the large orders for cheap ones and there is no money in the small orders."

True enough! I'll hazard the opinion that a great percentage of bond advertising exploits high-grade bond paper, of which most Service Printers are not heavy users. Yet letterhead business is good business.

The small letterhead order is profitable if you can design it and collect the better-than-routine profit on the art work and plates. Then, too, the letterhead is a matter in which many a business man takes pride. If you meet his desires with a corking good letterhead, you make a friend and you have a lien on the rest of his business.

The four-page letter (though frequently not on bond), can be developed into an interesting volume.

Further—sell your man a design that does not lend itself well to lithographic reproduction and you may be able to hold large orders for them. An artist who specializes in lettering recently showed me specimens of two letterheads he had designed. They were not dissimilar in style. One had been lithographed, the other had been printed on a letter press. With all due respect to the beauties of lithography, the letter press product completely outclassed it. There is an element of the craft in the printer's product that lithography sometimes fails to achieve.

* * * *

A. J. Royers, advertising manager The Marmon Car, Indianapolis, in his address before the direct mail convention said:

"Our copy plan is merely humanizing a technical story told in everyday language without any attempt at fine writing."

If only every user of advertising printing knew that vitalizing fact! Frequent and oft doth the boss write copy brimful of technical facts, things that he knows and by which his product is endeared to him.

If he could take the product of his pen and have a few possible users of his product check the points in his description which prove interesting and then persuade ten users to tell why they like his product, how his eyes might be opened.

The prospect may want technicalities, but first he wants to know in simple language what the product will do for him! Tell him that first and last—then he may listen to the technical points and be ready to appreciate their value.

A hen may know how to lay a good egg, but the user isn't interested in how—he wants to know, "Is it? Prove it!"

Living Costs Not Proper Basis for Wage Increase

THE Employing Printers of America, the open shop organization among master printers, in its November bulletin, urges its members to sit tight on the proposition of the 48-hour week. It further comments, under the head "Living Costs Not Proper Basis for Wage Increase," as follows:

"The Industrial Court in Great Britain very recently issued a decision that is regarded as of considerable importance, because it lays down a new principle for determining claims for wage increase. Hitherto the awards of the committee on production, and subsequently of the Interim Court of Arbitration have been accepted as standard; these provided for wage increases commensurate with the cost of living increases. The decisions as a rule provided also for rehearings every four months so that if the cost of living were found to have increased an equivalent wage increase might be considered.

"In its decision the Industrial Court states that no increase in wages is due as a result of increases in cost of living, but that the value of the work done must be the determining factor. The court holds that: 'The remuneration of the various classes of work people should, in ordinary circumstances, depend on the value of the work done, and the value of the work done depends upon the state of the market and the demand for the products of the workshop.'

"The principle that wages must bear a direct relation to production and not the cost of living was laid down by the Industrial Court in the case of a demand for a wage increase in the engineering and foundry trades. Subsequently, in a decision affecting the ship-building and ship-repairing trades, the court took the same position. Both the engineering and ship-building trades are between 90 per cent and 100 per cent organized.

"In commenting on this decision the British Ministry of Labor stated that 'it has long been seen that the effect of an increase in wages to meet the increased cost of living is still further to increase the cost of living, and it will be appreciated that, if the lead of the Industrial Court is followed, the vicious circle may be broken.'"

Perfect Register, Easily and Quickly Attained—Surely Retained!

The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System

goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

Are you worrying along with a fifty per cent system? Reasons why the Warnock plate-mounting devices are superior to all others are given in a comprehensive book, "Foundation Blocks of Good Printing," sent free upon request to

THE PRINTING MACHINERY CO. 505 Fisher Bldg. CHICAGO — Main Office and Factory 412 East Sixth Street CINCINNATI, OHIO — 45 W. 34th St. NEW YORK

What Kind of a Risk is Your Plant?

Efficiency in Plant Operation Will Reduce Insurance Rates as Well as Increase Output

J. N. CLIFFORD

EFFICIENCY in plant management has always been a sure means of reducing operating costs by increasing output, but how few realize that it also means a decrease in insurance costs?

The average plant owner seldom realizes the cost of his compensation insurance until the pink or white or blue slip comes to his desk telling him that another premium is due. On the other hand, he seldom realizes its value until one of his employes is injured and then he blesses its originator. The fact that the pink or white or blue slip makes a hole in his bank roll is usually his own fault, since he has it within his power to limit the force of the blow so that it only makes a dent, in place of the hole. In other words, the fact that his premium is high is his own fault. Proper care in the pressroom, composing room and shipping room will reduce the liability of accidents and consequently the cost of his insurance, since compensation insurance premiums are based on the number and possibility of accidents in each plant.

MOE E. HILLISON

Which brings us to the subject of this article: the reduction of operating costs, including insurance, through proper supervision and equipment in the mechanical departments of a printing plant. By proper supervision is meant the right kind of foreman—one who has the interests of the men and employer as his first consideration—one who is not afraid to "bawl out" the workman who is lax in following the safety first rules and is not backward in calling the attention of the owner to certain dangerous machinery. When safeguards have been placed where needed, danger signs conspicuously hung, sanitation of the best and everything possible done for the welfare of the men, one can rest assured that his expenditures will bring proper returns.

Increased efficiency will result since the men will be able to work faster when the need for caution is passed —increased efficiency will come as the result of knowledge that the employer is doing everything possible to make the work safe—increased efficiency as the result of a better arranged, more sanitary plant and neater, cleaner work that will bring a higher price—all of these are direct results of a well-managed shop. And this in addition to lower insurance rates. Don't lose sight of that fact.

In every printing plant, cleanliness should be paramount, plenty of daylight or, if that is impossible, artificial light of the best quality should be provided, modern machinery should take the place of the old, dangerous, obsolete kind so often found in printing plants—by the way, how much production are you losing through this one item alone—and safety should be the first consideration, not alone from the unselfish desire to aid the employe, but because every man who is kept from his work through an injury or illness makes a black mark against your plant and the cost of replacing the man or of holding up work until he returns are purely selfish reasons why the employer should "take care of his men."

When everything possible has been done along this line watch the difference with which your insurance inspector and, incidentally your customer, treats your plant.

That the truth of this statement is proven, is shown in the following letter received by the Hillison & Etten Company, 638 Federal street, Chicago. The letter tells its own story and not only speaks from a cost angle but a sales angle as well. Here it is:

EDWARD SHARPE
INSURANCE SERVICE
AGENCY
CHICAGO

Attention Mr. Moe Hillison.
Hillison & Etten Company,
Chicago, Ill.
Gentlemen:

I want to congratulate you upon your shop management. Through the persistence of your Agent who occasionally comes over with hammer and tongs, and your excellent shop foremen, you have been able to acquire the highest standard to be obtained in efficiency, which means that you now get another cut in your premium rates and on November 2nd, when your compensation insurance comes up for renewal, your rates will be less than those of any other printing plant on the books of the Travelers Insurance Company.

Continued on page 74

Do You Believe in System?

Cost Accountant Tells Why System is Essential in Keeping Account of Work in Process of Completion

By EDWARD C. FLINN, *Chief Accountant, Franklin-Typothetae of Chicago*

THERE are certain facts that every printer must record in one way or another in order to keep in touch with the details of his business. Some endeavor to maintain a job ticket whereon all entries pertaining to a particular job are made. By the time the history of the job is complete it is almost impossible to read the ticket, due to the fact that it has been handled so much. Others record important facts on scraps of paper and then lose the scraps. Again, there are others who keep the details in their heads, but find themselves lost when a repeat order comes in.

I remember a cartoon published some time ago in reference to a firm that had an efficiency expert install a system. After the installation was completed one of the firm's best customers walked in and asked to see the president. He was informed that the president had just stepped over to the general manager's office to O. K. a requisition. After quite a length of time the president returned. In offering an apology for the delay he explained that he had to wait until the general manager forwarded the requisition to the office manager for his final approval. The customer asked what it was all about. The president replied, "We have a new system here and the office boy wanted a lead pencil."

This is a good example of system gone to seed. But isn't there such a thing as a happy medium? I think there is. For printers this happy medium is the "Standard Cost Finding System."

We find some printers who keep time tickets only, others who keep a job ticket. You might just as well oil one machine in your plant and figure that on account of such oiling all the machines will run smoothly.

Quite enough arguments have been offered in defense of maintaining a system to ascertain costs, but for some reason the system side of the system is ignored.

The seven forms required to operate the Standard Cost Finding System provide, when properly filled out, a complete and efficient record. Perhaps the most important of these forms is the Individual Job Summary. This form provides for the recording of every detail. The printed headings suggest important details that are entered while the job is fresh in the mind of the printer, or even as the customer furnishes them.

Experience may have taught the printer just what information is necessary in order to properly produce a job, but isn't it far better to use a form the printed headings of which suggest just what is to be recorded? No detail is overlooked and data is available for issuing proper instructions to the shop. On the reverse side of the Job Summary, space is provided for recording all outside bills, such as outside composition, paper, binding and electros. Also the time spent by the various departments in producing the job is recorded with a final recap showing the total of all cost, including labor and material. If wanted, the estimated time can be entered next to the actual time taken and leaks in the shop or in estimating are located. The profit or loss made on the job is entered and finally, instructions how to bill. What better record of completed work could be filed away for future reference?

Next consider the Monthly Record of Chargeable and Nonchargeable Hours. Here is found the barometer of department efficiency, by day, by week and by month. The printer knows the possible hours of his department each day, but does he actually realize how many of these possible hours are spent in producing jobs and how many are not?

Each year any person, firm or corporation paying salaries or wages to any individual amounting to $1,000 or over must file such information with the government for income tax purposes. How easily the facts are obtained when the Standard Cost Finding System is in use! One sheet for each individual each month. The total of his twelve sheets furnishes the amount paid any individual in a year.

And lastly, we have the 9-H statement or monthly record of department costs. Here, grouped by departments, are the entire expenses of the plant arranged in systematic order. Also the productive and nonproductive hours with the ratio of production shown in the form of percentage. A month's work laid out in a simple manner for the printer's inspection!

The relation of overhead expense to total department cost is clearly shown. Every item entering into an hour's cost in any department is set out in a clear manner. Could anything be more practical or systematic?

Now consider the value of a complete index of past performances. By billing all jobs from the Individual Job Summary when completed, showing on the bill the job number, bill number, description of job, etc., and keeping a carbon copy of such billing, your record is completed. The duplicate bills are posted to the customer's ledger. Usually the date, bill number, job number, description of job and amount are shown. The bills are then filed according to bill number. The cost sheets are filed according to job number. On any repeat order it is a simple matter to locate the former job. The ledger gives the alphabetical index and locates the job number. By referring to the file of cost sheets we pick out the job number wanted.

System becomes a matter of habit. Habits are easy to make and hard to break. By adopting the Standard Cost Finding System and using it as a guide, the printer can train himself into doing things in systematic order. The time saved in locating needed information will more than offset the time spent in maintaining the system. Have a place for everything and keep everything in place. It has been truthfully said that some men are in business while others are business men. Again let me ask, do you believe in system?

Tariff Printers Organize

TARIFF printers of the United States formed a preliminary organization in Cincinnati, November 11, when some thirty members of representative concerns throughout the country met at the Hotel Sinton, that city. The organization is to be known as "The Tariff Printers' Association of America." A constitution and by-laws was formally adopted and officers elected for the coming year as follows:

H. B. Evans, manager of the New York office of the Eastern Printing Company, president; N. H. Anspach, Cleveland, vice-president, and Edward Stone, Roanoke, Va., treasurer. R. W. Bohnett, Cincinnati, was made one of the executive committeemen.

Solving An Ever Present Problem

Apprentice Training Given in Ohio City Insures Good Workmen; Other Cities Manifest Interest in Springfield Plan

THE eternal problem—the training of apprentices. How is your city solving it? Springfield, Ohio, which has seventeen printing plants ranging from that of the Crowell Publishing Company with its thousands of employes to the smallest job plant, has evolved a plan in conjunction with Springfield Typographical Union No. 117, which has received the endorsement of numerous other cities familiar with it.

The plan as worked out consists of having a joint apprentice committee composed of three representatives of the Springfield Typothetae and three members of the union. This committee examines apprentices and determines if they are adapted to the trade. The examination must prove the applicant to be not less than sixteen years of age, possessed of a grammar school education or its equivalent and mentally and physically fitted to the trade.

Each apprentice is registered with the secretary-treasurer of the local Typographical Union and is required, with certain exceptions, to serve a five-year apprenticeship. At the end of the second year, if the apprentice proves competent, he is admitted to apprentice membership in the union, at which time he is registered and assigned a registry card. At the end of eighteen months, the apprentice is enrolled in a course of printing lessons approved by the I. T. U. and is assessed one dollar a month until full tuition amounting to $25.00 is paid.

It is the express duty of each plant foreman to see that the apprentice is given full opportunity to learn the different trade processes. The apprentice who proves himself careless or neglectful is brought before the joint apprentice committee on complaint of his foreman, and the findings of the committee are final.

The grade and class of work for apprentices is as follows:

First Year. Work: Apprentices are employed proving galleys, straightening leads and slugs, holding copy, and such other work as he may be assigned by the foreman.

Examination: At the end of the first year, the apprentice appears before the joint apprentice committee with a certificate from his employer that he has fulfilled the duties for the preceding year, and a certificate from the secretary-treasurer of the Typographical union to the effect that all educational requirements of the union have been complied with. The joint apprentice committee then issues a joint certificate to that effect; when he is advanced to the next grade.

Second Year. Work: Apprentices are employed at least fifty per cent of the time in the composing room. This period is devoted to teaching him the case, type faces, distribution and rudiments of the trade. Educational requirement: Lesson 1 to 10, inclusive, of the International Typographical Union Lessons in Printing.

Examination: The same as at the end of the first year.

Third Year. Work: Apprentices are employed at least seventy-five per cent of the time in the composing room. This period is devoted to teaching him all intricate handiwork of the craft, including proper display, use of border and ornaments, marking out of type matter for machines, grouping of type masses and relationship of type faces and their correct use, etc. Educational requirement: Lessons 11 to 18, inclusive, of the International Typograpical Union Lessons in Printing.

Examination: The same as at the end of the first year.

Fourth Year. Work: Apprentices are employed full time in the composing room on composition and making up forms for the press. This period is devoted to mastering of the detail work in composition and distribution and also includes imposition of all classes of forms. Educational requirement: Lessons 19 to 25, inclusive, of the International Typographical Union Lessons in Printing.

Examination: The same as at the end of the first year.

Fifth Year. Work: Apprentices are employed at least three months during this year exclusively at reading proof. During the balance of the year he is employed on the higher class of composition such as booklets, catalogs, magazine ads, color work, etc. Time is also devoted to making the apprentice proficient in imposition. The last six months are devoted exclusively to type setting machines in use in the office where he is employed if the office is equipped with machines. Educational requirement: Lessons 26 to 32, inclusive, of the International Typographical Union Lessons in Printing.

Examination: The same as at the end of first year.

The above schedule is not to be construed so as to prevent the apprentice from being taught classes of work other than that specified for the different years, except the portion which refers to type setting machines, which remains the same.

Chairmen and foremen of offices where registered apprentices are employed are required to make quarterly reports to the joint apprentice committee. These reports must show if the conditions are being fulfilled by all parties, whether apprentices are being held back or if they are being advanced in the different processes of the trade, and also whether apprentices are negligent or incapable of becoming competent workmen.

Apprentices may be employed on overtime work only when journeymen are also employed on overtime work. At no time is any apprentice to have charge of a department. The local Union reserves the right to refuse to register apprentices in any office that has not the necessary equipment to afford instruction in the different processes of work agreed upon, subject to the approval of the joint apprentice committee.

No apprentice is permitted to leave one office and enter the services of another employer without the consent of the joint apprentice committee.

Apprentices are given the same protection as journeymen, and are governed by the same shop rules, working conditions, and hours of labor.

Joseph Borden Now With American Writing Paper Company

JOSEPH A. BORDEN, former general secretary of the U. T. A., has joined the American Writing Paper Company in the capacity of sales service director. Mr. Borden's duties will take him to various sections of the country, where he will aid in bringing about a better understanding between paper merchants and printers. The position carries with it a greatly increased salary. Mr. Borden resigned as secretary of the United Typothetae of America early in October.

INTERTYPE

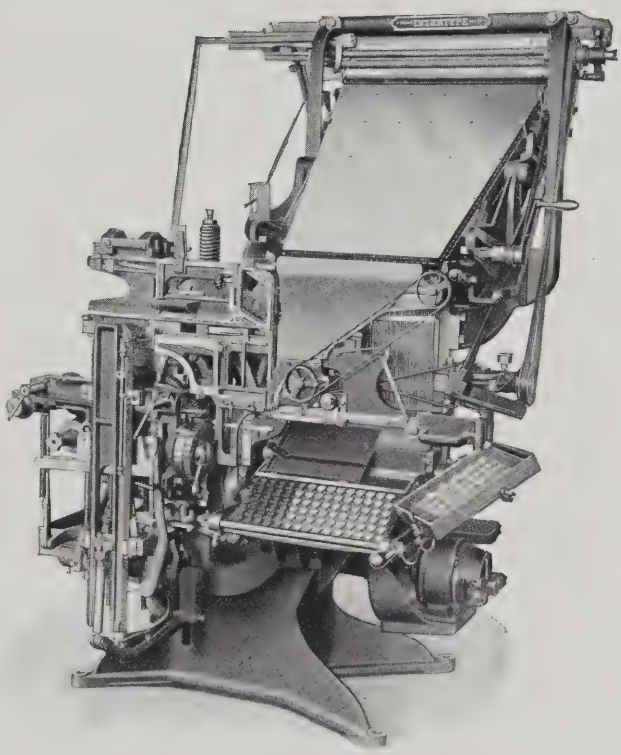
"THE BETTER MACHINE"

Intertype Standardization Took the "Twist" Out of the Composing Room

Standardization

is the thing today, whether in methods, materials or machinery. Its adoption has proven its value and the benefits derived from it as an investment are permanent, therefore we say to Publishers and Printers when anticipating the installation of a Line Casting Composing Machine

Investigate the INTERTYPE



Model C Intertype—Three Magazines

The Intertype is the only really high class, Standardized Line Casting Composing Machine offered the trade today. It is real Standardization that permits you to change your magazine equipment from a one magazine to a two or a three magazine machine in about fifteen minutes, and brings within control of a single operator a wide range of composition in text, headletter and display. Manufactured and built upon the principle that nothing but the best will do —without complications—simple of operation—dependable. Ask any User why in busy composing rooms where time is money, it has earned from the buyer, the machinist and the operator, the slogan—**"The Better Machine."**

Write for literature, or better, ask to have representative call. You will get valuable information that will help you get started right — The Standardized Way.

Builders of "The Better Machine"

Intertype Corporation

GENERAL OFFICES: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

Middle Western Branch
Rand-McNally Building, Chicago, Ill.

Southern Branch
160 Madison Avenue, Memphis, Tenn.

Pacific Coast Branch
86 Third Street, San Francisco, Cal.

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Editor - - - - - - - - - - C. J. Nuttall
Advertising - - - - - - - - E. P. Rowe

BEN FRANKLIN PUBLISHING CO.

P. A. Howard - - President and Treasurer
E. P. Howard - - - - Vice-President

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Telephone Harrison 6113

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We Ask You—

CAN YOU, as the owner or manager of a printing plant, answer the following questions, all too frequently asked by printers who should know the answers? Try them and see:

"What determines the amount of overhead to charge to each department?"

"What is considered a fair average of production in a composing room?"

"What is the object of interest on plant investment?"

"What does percentage of productive time mean?"

"Why should job cylinder presses of different sizes be grouped separately?"

"Should ink be charged as a direct expense to press departments?"

"Why is a rate of 10 per cent per annum used for depreciation when some presses last for twenty years?"

"Why are some operations chargeable and others non-chargeable?"

"Should income taxes be included in costs?"

"Just what constitutes a standard cost system?"

The answers, if you don't know them, will be found in the January number of this magazine.

Defense Fund Needed

PHOTO-ENGRAVERS meeting in Chicago last month inaugurated a defense fund to fight excessive demands of the photo-engraving unions at a time when sales have fallen below normal and customers are clamoring for a decrease in prices.

A 25 per cent increase has been asked in some cities by the journeymen engravers. It is to fight this absurd and ridiculous demand that the defense fund is to be raised, for the employing photo-engravers unanimously voted against increasing the selling price of photo-engravings and by that same act refused to raise wages. They did rightly and we believe the employes will agree with them—*after they learn a defense fund has been raised.*

More such funds are needed.

More Service

E. F. ROWE, formerly on the advertising staff of the Chicago Tribune, has joined the staff of the Ben Franklin Publishing Company, where he will aid in the preparation of sales campaigns for the many clients of BEN FRANKLIN MONTHLY, *Ben Franklin Chicago Paper Directory and Price List,* and the *American Paper Merchant,* the affiliated publication catering to paper merchants of the United States and Canada.

A Step Forward

THE teaching of printing in public schools and institutions has been a matter much neglected by master printers. Very little effort has been made to supervise or direct the instruction given in these places with the result that the men turned out as journeymen printers have found themselves seriously hampered through lack of knowledge, although they have spent years in so-called "learning of the trade."

The employer has had to suffer as well as the "school product" for, paying the journeymen rate to these men, he has, in a majority of cases, found them no better fitted to do the work of journeymen than second-year apprentices. The U. T. A. has given some consideration to the matter and it is hoped that within a year, sufficient pressure will be brought to bear on civic authorities to insure proper instruction.

The action of the Seventh District Typothetæ last month, in deciding to take definite steps toward bringing about better methods of public school and institution training, is to be commended.

The resolution passed at this meeting of over a hundred leading printers of the district is as follows:

Whereas, it appears that in some institutions in the Seventh District where printing is taught, the appropriations by the state are insufficient to provide adequate equipment and to insure competent instruction, and,

Whereas, this condition, if true, is detrimental to the printing industry as a whole, inasmuch as boys leaving these institutions are not thoroughly proficient in the printing arts and incapable of holding responsible positions, and,

Whereas, one of the objects of the United Typothetae of America is to aid in solving the apprentice problem to the end that a situation long neglected by the master printers of the country will be corrected; therefore,

Be it resolved by the Seventh District Typothetae Federation, in convention assembled in Springfield, Ohio, that the officers of the proper committee be hereby instructed to look into this matter of intimated inadequate equipment and incompetent instruction in state institutions of the Seventh District, and if deemed necessary, after a thorough investigation, to initiate such legislation as will remedy conditions.

A similar move to improve the teaching of printing has been made by the Washington, D. C., Typothetae through its committee on the teaching of printing, headed by Byron S. Adams. The statement of this committee just made public follows:

Unfortunately the present equipment is not properly co-ordinated, nor is it as modern as it should be This is not intended as criticism of the school officials, but it is due to lack of proper appropriation on the part of Congress and improper expenditure of what was appropriated. The boys who receive instruction in our schools today do not pursue these studies with an idea of following the printing trade after graduation. It is right here that we feel much constructive work might be accomplished.

From information received from a large number of the leading cities of the country we are convinced that there is much room for improvement in the teaching of printing in the schools of Washington.

We have requested the various trades unions in our industry to name a representative to serve on a committee composed of members of the Typothetae, and they have signified their intention of co-operating with us. We believe that a committee composed of the master printers, an official of the public schools and the representatives of the unions can work out a solution of the problem confronting us.

Let the good work continue!

Illinois Manufacturers Favor Open Shop

THE Illinois Manufacturers' Association recently went on record as favoring the "Open Shop" and has adopted the following resolution:

RESOLVED, by the members of the Illinois Manufacturers' Association, that it is the sense of this meeting that the principle of the Open Shop be commended and approved; and that the moral support of this association in all its relations should be freely given to any and all members of the association or to any communities in this state which are seeking to put into actual effect the practice and principle of the Open Shop.

The Steam Gauge Cost System

A COST system is like a steam gauge on a boiler. It indicates the state of affairs inside the plant just as the gauge indicates the condition inside the boiler. A gauge is of no value in actually developing steam, but it indicates the need of such development. A cost system is very similar. It cannot actually develop efficient operation of a plant, but it does indicate the need of such operation and keeps the business running safely with no fear of "blowing up."

He Ought to Know

Editor BEN FRANKLIN MONTHLY:

The November issue of the BEN FRANKLIN MONTHLY is a dandy.

Gave it the "once-over" when it reached my desk, then took it home and read it from cover to cover.

The new type dress is excellent.

Yours for success, JOHN J. SMITH,
Superior Typesetting Company,
Chicago.

Another Expert Gives Praise

Editor BEN FRANKLIN MONTHLY:

The November issue in its new dress was the "best ever," and shows a wonderful improvement over the Cheltenham Wide you have been using for so many years.

Sincerely yours,
A. W. MICHENER,
Challenge Machinery Company,
Grand Haven, Mich.

What Was Between Those Covers

Editor BEN FRANKLIN MONTHLY:

Permit met to congratulate you on the November issue of BEN FRANKLIN MONTHLY. It certainly looked good and shows considerable improvement over the previous issues. Keep up the good work and I'll continue to read it from "cover to cover."

JOHN J. MILLER, Pres.
Barnard & Miller, Chicago.

DAYTON AND OSWEGO
SEYBOLD
CUTTING MACHINES
MACHINERY FOR PRINTERS, BOOKBINDERS
LITHOGRAPHERS, PAPER MILLS
THE SEYBOLD MACHINE COMPANY
DAYTON, OHIO
BRANCHES: NEW YORK, CHICAGO, ATLANTA, DALLAS
SAN FRANCISCO, LONDON, PARIS, LYONS, STOCKHOLM
HAVANA, BUENOS AIRES, TORONTO, WINNIPEG

December
Suggestions

"The Booklets are Coming Back"

is the title of a very interesting article in a recent issue of a trade paper, in which the author tells how many large and small manufacturers are again issuing booklets as an aid to their salesmen. As long as supply was unable to keep up with demand salesmen didn't need this aid, but as conditions change, the need for booklets will become more apparent, and we believe printers may well approach manufacturers on the subject. We have a book paper suitable for most any booklet job:

Enameled Book

PLINAMEL — BLUE RIBBON
STEEL PLATE — ALBA

Machine Finish Book

LINWOOD — CLIMAX
NIAGARA — LONDON

S. & S. C. Book

BIRKETT — ECONO
LAKESIDE — HINDU (*India Tint*)

Miscellaneous Book Papers

B. P. F. PLATE FINISH — UTILITY ACCORD
BRADNER OFFSET — BEN FRANKLIN
REGENT EGGSHELL — (*Deckle Edge*)

Sample Sheets of any Line on request, or Dummies Made to Your Specifications

Bradner Smith & Co.
PAPER FOR EVERY PURPOSE
Chicago, Ill.
"Sixty-eight Years of Service to American Printers"

MOSER'S
PLYMOUTH COVER

THE PAPER YOU SHOULD KNOW

Speaking *of* First Impressions

Do you realize the value of the

Booklet Cover

as a selling force in advertising? If the cover of the booklet or catalog is commonplace, uninteresting or poorly executed, it is very probable that the booklet or catalog will soon find the resting place that the majority of all printed advertising finds---
THE WASTE BASKET!

Our steadily increasing sales have convinced us that

Moser's Plymouth Cover

has all the qualities necessary to form an ideal background for cover advertising of the most attractive kind---the kind that secures the customer's attention and *holds it.*

Let us send you a sample book

621-631
Plymouth
Court

MOSER PAPER COMPANY
REFLECT
MOSER PAPERS
TRUE VALUES
CHICAGO, U.S.A.

Telephone
Wabash
2714

TRADE MARK REG. U. S. PAT. OFFICE

Kable Bros. Company Cuts Labor Turn-over With Profit-Sharing System

DOES a bonus system or profit sharing system work in a printing plant?

Kable Bros. Company, of Mt. Morris, Ill., believes it does, for having just completed the first year of its operation the company has presented 105 of 165 employes with their share of the profits accruing during the past year, amounting to $13,145.24. These checks varied from $48.48 to $237.81, amounting in most cases to four weeks' wages, depending upon the number of hours worked during the year, the amount of wages received and the number of years of continuous service.

This was the second distribution of profits, although the plan has only been in operation since October, 1919. The reason for this was the decision of the company to divide the profits of the previous year among those employes who had unconsciously fulfilled the requirements adopted for the plan.

That the system brought returns to the Kable company, as well as the employes, is evidenced by the fact that 105 participated this year against 75 last year, and that of the 75 names appearing on last year's list, 69 again appear this year. Of these six persons, who have left the employ of the company, not one left to secure employment in another printing plant, showing that other plants held no attraction through better working condition or higher wages. Of those that left, one got married, one took up farming, one started college, one left to take up a land claim, one retired and another moved away.

It is said that in addition to decreasing the amount of labor turn-over, the plan has promoted a better feeling of co-operation between employes and management, and has aided to a certain extent in increasing production. It is hoped that this profit distribution will further promote the cordial feeling existing between the company and its employes and will enable the company to render improved service to its customers with the result that the next fiscal year will be still more successful than the one just past.

In carrying out the system the company is guided by nine rules which are repeated for the benefit of those who may desire to work out a similar plan:

1.—At the end of each year a distribution of profits shall be made to employes of Kable Brothers Company, consisting of fifty per cent of the excess profits, if any, after allowance is made for depreciation, dividends at 8 per cent, bad accounts charged off and federal income taxes.

2.—A committee consisting of the secretary and treasurer of the company, to represent the stockholders and the department foremen to represent the employes, shall have the power to revise these rules at any time and to make all decisions in regard to application of the rules; also to have the power to vary the application of the rules according to circumstances as they may see fit. The committee's rulings shall be final.

3.—All employes who have been in the employ of the company continuously for one year or more are entitled to participate. Anyone leaving the employ of the company before the end of the year or between the end of the year and the date of the distribution shall not be included.

4.—If an employe leaves the employ of the company or is discharged, all rights in the profit-sharing distribution are automatically canceled immediately. If later re-employed the earlier term of service shall not be counted in determining eligibility for participation in the next profit-sharing distribution or in determining the number of years of service. Anyone thus re-employed shall be treated the same as a new employe. This rule shall not apply in case of leave of absence.

5.—Half of the amount to be distributed shall be apportioned on the basis of the total wages received during the year by each employe entitled to participate.

6.—The remaining half shall be apportioned on the basis of the total number of hours worked during the year, plus ten per cent for each year of continuous service above two. No deduction to be made for army service.

7.—Each employe playing regularly in the Kable Brothers Company Band shall receive an extra allowance beginning with the first full year, to be determined by the joint committee.

8.—The company reserves the right to cancel this arrangement at any time if the unionized departments of the plant attempt to force the adoption of scales higher than the average of those existing in other cities where similar conditions exist or to follow the radical scales adopted in New York, Chicago and other large cities.

9.—Any employe participating in any illegal strike or persistently spreading discontent and disloyalty among other employes or breaking any of the shop rules and regulations, shall not participate in any such future distribution.

(A number of months ago BEN FRANKLIN MONTHLY *printed an article telling of the bonus system in operation at the plant of Kable Bros. Company, Mt. Morris, Ill. Many inquiries resulted, but the plan had not been in operation long enough to prove its worth. The first year of operation has just been completed and more information is now available.)*

Takes Estey's Place

Noble T. Praigg

MR. PRAIGG, who takes the place of Charles L. Estey as advertising director of the United Typothetae of America, has had considerable experience in the advertising field and had been Mr. Estey's "right hand man" for several years, so that he is well able to take the place made vacant by Mr. Estey.

CHICAGO

The Hub of the Industrial West

The first year of business under the firm name of Marion S. Burnett Company was fittingly celebrated by members and employes of the firm with a dinner at the Hotel LaSalle, the night of October 30th, when thirty persons gathered around the tables. Following the dinner, Mr. Burnett was presented with a silver loving cup on which was inscribed "To Marion S. Burnett from those who helped him in his first year's striving, 'To do best what many do well.'" Those present included Mr. Burnett, Miss Jane F. Hogan, Miss Grace Monahan and Walter F. Kecheisen, representing the office; Frederic J. Dornseif and Alpha F. Colton, art department; Herman Eggebrecht, Julius C. Low and Louis A. Zielke, composing room; Leon H. Ivey, Charles Vorbau, Rudolph Slezak, E. P. Zahn and Allen Wilson, of the cylinder pressroom; Edward Nowicke and Emma Noffke, Gorden pressroom; Miss Celia Murphy, Miss Emma Klopsch, Miss Rose Shapiro, Miss Henrietta Thiess, John W. Bayless, and Harry Thome, bindery; William Weiner and Frank Surovek, shipping; Mrs. Della Burnett, Miss Sadie Totis, E. J. McCarthy, Thomas S. Quin, Joseph A. Borden and Irwin Spear, guests.

Robert O. Law, president of the bookbinding concern of the same name at 633 Plymouth Court, died suddenly November 24, while acting as witness in a damage suit growing out of an accident in which his machine crashed into the front of a drug store. Mr. Law was one of the best known men in the Chicago trade and took an active part in the affairs of the local Franklin-Typothetae. He was 59 years old and was born in Oshawa, Ont. He came to Chicago thirty years ago and was for over ten years general manager and treasurer of the W. B. Conkey Company, Hammond, Ind. In 1900 he went into business for himself. He is survived by a widow and four children, Robert O., Jr., Oswald J., Charles E., and Mrs. George M. Coate. In addition to being a member of the Franklin-Typothetae he was active in the affairs of the Union League, South Shore Country, Flossmoor Country and Olympia Fields Country clubs.

George C. Jager announces that his trade composition plant, which he recently purchased from the Morey Linotyping Company, will be moved to 422 South Dearborn street. The decision of the owners of the Caxton building, 508 South Dearborn street, to devote all of that structure, with the exception of the sixth and seventh floors, to offices and the need of additional space on the part of Mr. Jager, made necessary the change.

Turkeys galore, or their proxies in the form of raffle tickets, were much in evidence at the November meeting of the Chicago Club of Printing House Craftsmen, attended by 89 Craftsmen. The meeting was held at the Hotel Morrison, November 16. Following dinner and addresses by A. W. Rathbun, Rathbun-Grant-Heller Company, on "The Relation of the Shop to the Front Office," and Gene Turner, on "Short Cuts to Real Economy," the turkey raffle was held. It was decided during the business session of the meeting to pay all dues of the club to the national organization for the year 1921 immediately in order to help finance the 1921 Chicago convention. Souvenir books of the Washington convention were distributed. Nine applications for membership were received.

Charles Scribner's Sons, book publishers, have taken a five-year lease on the fifth floor of the new six-story fireproof building being erected by the Columbian Colortype Company at the northwest corner of Calument avenue and Twenty-first street. Term rental is $60,000. There are 18,000 square feet of floor space. The building is to be completed March 1. The Scribner company is now in the Transportation building.

The Ravenswood Press, 4618 Ravenswood avenue, has been purchased by Richard Roth, former salesman for the American Printing Ink Company. The purchase carries with it the plant of the Ravenswood Press as well as the Ravenswood Citizen, but does not include the National Printer Journalist.

The Postal Pioneer Publishing Company, a new concern to carry on a general publishing and printing business, was started last month at 305 South LaSalle street, with capital of $7,000. H. W. Starr, L. E. George and James Bruck are the incorporators.

Charles L. Estey has been engaged to teach the class in salesmanship conducted by the Franklin-Typothetae of Chicago. The first class was held December 3 in the County building. The course will continue for twenty-one weeks.

The Walter Publishing Company has been incorporated by W. H. Rider, S. A. Mullikin and A. T. Williamson, to carry on a publishing business and manufacture printing machinery, at 635 Plymouth court. The incorporation is for $100,000.

The Merchants' Press, 3123 Clifton avenue, has installed a complete new unit of Miller feeders in its plant.

The Printers Supplymen's Club held its monthly meeting Friday night, December 3, at the Morrison hotel. Harry Newman Tolles, vice-president of "The Sheldon School," spoke on "Keeping Step With the Times." Entertainment also featured the meeting.

A new concern to manufacture printing ink in Chicago has been started under the name of the Franklin Printing Ink Company. Capital stock is $250,000. Those interested in the concern are Alfred C. Johnson, Otto C. Bruhlman and Carl Cohn.

A new company, to do general printing, was organized last month at 2725 Prindiville street, under the name of the "Metropolitan Printing House." Ray C. Vance is the head of the concern. The telephone number is Humboldt 3112.

Three new members joined the Franklin-Typothetae last month. They were F. W. Bond Company, 351 West Austin avenue; Sincere Press, 501 South Dearborn street, and S. G. Hall Printing Company, 673 West Madison street.

The War Pictures Company has been incorporated for $30,000 to do a printing and publishing business at 104 South Michigan avenue. Donald F. Biggs, Cyrus W. Knoff and Frank H. Cole are the incorporators.

A new company, known as the Naval Reservist Corporation, has been incorporated for $10,000 to do a printing and publishing business. Mack C. Wylie, Arthur O. Henderson and George H. Grear, 1144 Wilson avenue, are incorporators.

The fifth floor of the building at the southwest corner of Ohio street and McClurg court has been rented for ten years by the Standard Bank Note Company and the Fidelity Bank Note Engraving Company, at an average of $7,200 a year.

The employes of the Hillison & Etten Company, 638 Federal street, have organized a bowling team and issue a challenge through this magazine to any other bowling team in the city, composed of employes of any one printing plant. Address R. H. Allen care that firm.

Noble T. Gillett, of the Chicago Paper Company, was the principal speaker at the November meeting of the Commercial Group of the Franklin Typothetae of Chicago, held at the City Club November 2. Mr. Gillett spoke on "The Paper Situation of Today."

ECONOMY PRODUCT$—BETTER MATERIAL AT LESS COST

2 to 12 Pt. Size. Made from new Linotype Metal. Equal to the Best Foundry Material

LEADS, SLUGS and RULE BORDERS

Sales Agents for Rouse Composing Room Tools, Laclede Saws and Remelt Furnaces, Riebe Quoins and Quoin Keys, Margach Automatic Metal Feeders.

SERVICE FIRST —QUALITY ALWAYS

ECONOMY PRODUCTS CO., PHONE HARRISON 6561 66 W. Harrison St., CHICAGO

Henry Willson, vice-president of the Tablet Ticket Corporation and a resident of Chicago since 1867, died November 27 at his home, 3030 Sheridan Road. Funeral services were held November 30 under auspices of the Ravenswood Masonic lodge.

The J. W. Butler Paper Company, Chicago, will be in position to have more space for its main offices, the six-story corner building adjoining its property on the west having been purchased for $400,000.

Thomas S. Swirles, vice-president of the American Printing Ink Company, Chicago, died at his home, 1026 Erie street, Oak Park, late last month. He was 50 years old.

James A. Lyons, one of the members of the text book firm of Lyons and Carnahan, 123 South Wabash avenue, died late last month at his home, 4617 Lake Park avenue, Chicago. He was 59 years old.

The Trade Composition Division of the U. T. A., will meet in Chicago early in February. The Trade Rulers' and Binders' division will also meet in Chicago the same month.

C. F. Anderson & Company, manufacturers of printing machinery, have moved from 710 South Clark street to 3225-3231 Calumet avenue. The new telephone number is Douglas 536.

The Peerless Press, 689 Milwaukee avenue, has been incorporated for $12,600 by H. H. Steinberg, A. A. Gozowski and Morris Lipshitz. The company was established in 1903.

Charles L. Estey, recently director of publicity for the U. T. A., has been engaged as advertising and sales counselor of the James H. Rook Company, 626 Federal street.

Frank H. Lester, formerly one of the owners of the Western Linotyping Company, has joined the S. K. H. Typesetting Company as salesman.

Empire Linotyping Compay has moved from 501 Plymouth Court to 730-40 North Franklin street, where the telephone numbers are now Superior 1645 and 1646.

E. J. McCarthy, president of the I. T. C. A., was one of the speakers at the banquet of paper mill superintendents held at the Congress Hotel, November 12. Mr. McCarthy spoke on the value of trade organizations and the relation of the printer to the paper industry.

Sullivan-Blakely Printing Company, 313 South Clinton street, has increased its capital stock from $10,000 to $20,000 and changed the name of the company to Blakely-Sternberg Printing Company.

E. J. McCarthy, Smith-McCarthy Typesetting Company, has been appointed "National Organizer" of the International Club of Printing House Craftsmen.

Cecil Emery, for a number of years manager of the M. & L. Typesetting Company, has joined the sales force of the Central Typesetting and Electrotyping Company.

The Regan Publishing Corporation, doing a general printing and publishing business at 523 Plymouth Court, has increased its capital stock from $5,000 to $25,000.

George F. McKiernan & Company, 430 South Green street, have increased their capital stock from $30,000 to $60,000.

ST. LOUIS

W. C. Howland

1005 Federal Reserve Bank Bldg.

The following firms have joined the Ben Franklin Club of St. Louis recently: The Thom-Paul Monotype Company, 208 North Third street, the Hart Printing Company, 3510 Olive street; the Larkin Printing Company, 606 North 14th street; the Greeley Printery, 1515 Pine street; Joerms and Johns Company, 217 South Broadway, and the H. B. Russell Printing Company, 516 Walnut street. The Thom-Paul Company is a new concern recently started by William Thomson, for eight years with the Monotype Typesetting Company, and E. J. Paulsrud, eleven years with the Woodward-Tiernan Company.

The Britt Printing and Publishing Company has increased its capital stock to $150,000.

Eighty pupils in the printing class of Central High School went on strike recently because a non-union man was appointed instructor, a position formerly held by a union printer. The board of education recently ruled that no one connected with organized labor would be employed in the public schools. The students declared they would remain "out" until a union man is appointed.

A decision has been reached on the demands of the Typographical Union for an increase in compensation. Judge H. S. Caulfield, the arbitrator appointed by the committee of the Printers' League, composed of Frank W. Corley and Warren Skinner, and the Typographical Union, composed of Louis Fuchs and Fred T. Raithel, awarded the compositors an increase of $6.52 per week, raising the minimum scale from $38.00 to $44.52. This is an increase of 17 1/6 per cent. The demand of the Union was for $52.80. The contract calls for forty-eight hours and expires April 30, 1921.

This scale is accepted and by mutual agreement the binders, pressmen and feeders will receive an increase based on the findings of the Arbitration board in the case of the compositors. The new scale is retroactive to October 1st for Typographical Union. The contracts of the binders, pressmen and feeders expire September 30, 1920.

The case for the Printers' League was presented by Earl R. Britt and Francis Bird. Charles Hertenstein and Edward Springmeyer acted as counsel for No. 8.

A joint meeting of the St. Louis Ben Franklin Club and the Salesmanagers' Bureau was held at the American Annex on November 1. The principal speaker was George W. Simmons, vice-president of the Simmons Hardware Company, who spoke on "Bolshevik Influence on American Industry." He gave a warning of the Bolshevik propaganda now being circulated in this country. Mr. Simmons was head of the Red Cross in Siberia during the war.

The Ben Franklin Club held a big meeting at the City Club rooms on Friday evening, November 19. The program was varied and included music and other entertainment. Those taking part were Harry Boeman, A. S. Werremeyer, Charles Golterman, Leo Painter and Messrs. Fredericks and Clayton.

MARION S. BURNETT EMPLOYES AT FESTIVE BOARD

INTERNATIONAL BOND

THE WORLD'S CHOICE

International Bond

WATERMARKED

A BOND PAPER GOOD ENOUGH FOR FINEST STATIONERY, AT A PRICE SUITABLE FOR USE ON ALL OFFICE FORMS AND BLANKS

List of Distributors

Acme Paper Company
St. Louis, Mo.

Moser Paper Company
Chicago, Ill.

Leslie-Donahower Co.
St. Paul, Minn.

Royal Card & Paper Co.
New York, N. Y.

Meikle & Wood
Baltimore, Md.

Standard Paper Co.
Cincinnati, Ohio

E. A. Bouer Co., Milwaukee, Wis.

MANUFACTURED BY

Whiting-Plover Paper Co.

Complete line of white and nine distinct colors on hand at mill at all times

MILLS AT
STEVENS POINT, WIS.

SALES OFFICE
MENASHA, WIS.

WHITING-PLOVER PAPER COMPANY

STEVENS POINT, WIS.

E. F. HAMM, President
T. E. DONNELLEY, Vice-President
DANIEL BOYLE, Treasurer

CYRIL C. MEANS
General Secretary

The Franklin-Typothetae of Chicago
Rooms 1143-1146 Monadnock Block
Telephone Harrison 6392

Comprising
Franklin Division
Typothetae Division
Machine Composition Division
Blank Book, Loose Leaf and Rulers Division

Printing Trades Credit Association
C. I. Kagey, Secretary

America's Period of Depression to Be Limited

Great Resources and Energy of Nation Will Bring Quick Return to Normal, Speaker Tells Chicago Printers

"CONSTRUCTIVE pessimism" was advocated by James A. Davis, assistant secretary of state of Illinois and director of the Advertisers' and Investors' Bureau, Chicago Association of Commerce, in an address before the Franklin-Typothetae of Chicago at the November 18 meeting held at the Palmer House. Over two hundred members attended.

Mr. Davis said that this country, as well as those of Europe, are in for a period of depression during reconstruction and asked that printers, in their important position of "thought directors" of the nation, realize this fact. He based his assertion on economic conditions and a similar state of affairs which resulted immediately following great crises such as the Napoleonic wars and our own Civil War.

"The ratio between the period of inflation and that of depression is as one to four," he said, "which indicates that the period of depression which the world must pass through before prosperity is again attained will be four times as long as the period of inflation." That this period will be much shorter in the United States was the burden of Mr. Davis' talk. "For," he said, "the resourcefulness and wealth of this country will result in a return to prosperity much before the usual period. When our wealth is eight times our national debt and the bank deposits of Chicago alone are $2,750,000,000, or more than those of the entire country after the Civil War, there can be no long period of depression."

An orderly decline controlled by the clear vision of American business men will have a healthy result on the United States, according to Mr. Davis, who advised those present to "write off their losses and start again."

Touching on the labor question, the speaker said, "The day is rapidly returning when labor will be paid for the amount of work done and not the amount of hours worked.

"This fact is realized by labor leaders, who are striving desperately to offset the swing of the pendulum. Rome, England and in fact every country has tried an arbitrary basis of payment for labor at some time in its history, but it has always gotten back to 'What is the man worth' and not 'What has the man got.'" As a cheering word to Chicago printers, he said that stability is possible in a period of depression, but only through thrift. Advertising will experience a greater period of activity after the first of 1921 than it did during the war, when, as Mr. Davis said, "Advertising was used for another purpose than that for which it will be used next year."

The next speaker was H. Van Petten, secretary W. E. Wroe & Company and editor of "Wroe's Writings." Mr. Van Petten's subject was, "What the Paper Mills Are Doing." Mr. Van Petten declared no change in the writing paper market would be possible for a number of months, because mills making this grade of paper are 59 8/10 days behind in their tonnage. The price of materials entering into the manufacture of paper will keep up the cost for some time. These materials are coal, rags and wood pulp. Basing the cost of paper and its selling price on a scale of 100, the cost of production has risen to 308 and the selling price to only 280 since 1914. Proof that there has been no overproduction in the writing paper field is evidenced by the increase in prices of writing paper during August, one of the greatest months of depression, the speaker said.

Another subject of great importance to printers was that discussed by C. J. Thiebault, head of the cost accounting department, R. R. Donnelley & Sons Company. Mr. Thiebault pointed out the influence of a cost system, not only on direct profits through a correct selling price, but through an increase in production, which he proved results when costs are known. He touched on a number of objections raised to a cost system and answered them in full. J. W. Hastie, Western Newspaper Union, was another speaker, urging all Franklin-Typothetae members to join Subdivision 41 of the Chicago Association of Commerce. This is the printers' division.

A guest of honor for the evening was Evan Jones, of Josiah Jones, Ltd., Durban, South Africa, and vice-president of the Master Printers' Association of that country, who brought a message of greeting from his organization.

Central *Buys* Ludlow Equipment

*W*ithout solicitation on our part, Central Typesetting and Electrotyping Co., Chicago, the world's largest trade plant, requested us to send a representative.

Within ten minutes after his arrival at the Central plant an order was placed for two new LUDLOW machines and equipment.

This progressive concern had previously been using Ludlows. By this purchase of equipment they emphatically back up our claim that "no modern composing room is complete without the Ludlow."

Ludlow Typograph Company

OFFICE AND FACTORY

2032 Clybourn Ave., CHICAGO

Eastern Office: 606 World Bldg., NEW YORK

Photo-Engravers Refuse to Raise Prices or Wages; Re-open 44-Hour Week Controversy

ONE hundred and fifty-nine persons representing 142 firms in 90 cities were present at the central western conference of photo-engravers, held at the Great Northern Hotel, November 12 and 13. In view of reports from each of the 90 cities, which show a gradual falling off in business during the last four months and that a still further reduction is expected, and the fact that labor organizations in all cities where labor agreements are about to expire have asked for a 25 per cent increase in wages, while, on the other hand, buyers of photo-engraving are making insistent demands for price reductions, the following resolutions were unanimously adopted:

No. 1. Whereas, The photo-engraving industry is fully mindful of the service it renders the public in the dissemination of knowledge, and in the advertising, selling and distribution of products and commodities, and,

Whereas, The photo-engravers desire to aid in the stabilization of business conditions and the re-establishment of sound prosperity, be it

Resolved, That we pledge the industry not to further increase the selling price of photo-engravings to the public.

No. 2. Whereas, There are many indications that both high living costs and abnormal business prosperity have rounded the apex,

Resolved, That it be the sense of this conference that no further wage increases be granted for the coming year, and that our representatives on the Joint Industrial Council are so instructed.

No. 3. Whereas, The adoption of the 44-hour week in our industry was largely predicated on the adoption of the shorter work week on May 1, 1921, by the printing trades generally, be it

Resolved, That in case the 44-hour week be not generally adopted by the printing trades on May 1, 1921, our representatives on the Joint Industrial Council be instructed to re-open the matter of the length of the work week.

No. 4. Resolved, That there shall be no restrictions or limitations as to the amount of overtime to be worked in the shops of our members in any locality.

No. 5. Whereas, The best interests of the American Photo-Engravers' Association clearly indicate the desirability of the formation and maintenance of an EMERGENCY FUND, available for any purpose furthering the interests of the organization,and in protecting its members in resisting unfair demands and practices emanating from any source, be it

Resolved, That this conference recommend that an adequate fund be raised immediately under the direction of the executive committee of the A. P. E. A., and to be held and disbursed by said executive committee.

These resolutions, in effect, back up the stand taken by employing printers in Cincinnati last month, when it was definitely decided to pay journeymen a day's wages for a day's work—in other words, pay the 44-hour rate for 44 hours and not 48 hours pay for 44 hours of actual labor.

HAMMERMILL BOND
"The Utility Business Paper"

SEND for a set of portfolios that will help you sell more printing.

HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

CLEVELAND AND NORTHERN OHIO

The James Kennedy print shop, Portsmouth, has been purchased by Harry M. Sickles. The name has been changed to The Herald Press.

Orbin Keplinger has purchased the Acme Print Shop, Bucyrus, from R. L. Knabenhans, who was the founder of the plant.

The Lammers Offset Printing Company, Dayton, will continue the offset business of the Lammers Engraving Company. The concern was recently incorporated for $50,000 by William Metzendorf, Chicago, and Samuel and E. B. Morris of Dayton.

W. F. Caldwell, Piqua, has recently added considerable new equipment, including a new punch, Boston stitcher, and miscellaneous other material that makes for an efficient shop.

Frank M. Sherman, director of the department of Specialized branches, U. T. A., is making a tour through the states east of Chicago. He spoke to the bookbinders and trade compositors in Indianapolis on December 1 and 2 and to those in Cincinnati on December 3. He will be in Cleveland December 7 and 8 and in Detroit December 9, for the same purpose.

A recent survey of the printing plants of Columbus shows a net profit of 10¾ per cent, as against a profit of 3 per cent shown in the original survey taken some time ago.

H. C. Alford has resigned as field secretary of the Seventh Typothetae District to become secretary of the Springfield-Dayton Typothetae.

The Columbus Typothetae held its annual stag party the night of November 29. The affair, which was called a "Mystery Party," was well attended and furnished plenty of enjoyment for those fortunate enough to be on the scene of festivities at U. C. T. Hall.

The Columbus office of the Diem & Wing Paper Company has been converted into a branch. Heretofore it has merely been a selling agency. A three-story warehouse at Third and Long streets will give customers rapid service. John L. Davis has been appointed manager, succeeding R. A. Darnaby, who returns to the Cincinnati office.

Cleveland is to have a branch of the International Association of Printing House Craftsmen. Cleveland foremen and superintendents are much interested in the proposed club and are willing to back it to the limit. E. J. McCarthy of Chicago, National Organizer, is expected in Cleveland some time this month to arrange the preliminaries. He will be accompanied by a number of Chicago members of the association. Further details will be announced later.

Fire, starting in a printing plant at Buckhannon, W. Va., last month destroyed half a block in the business section of that city. Plants of the Upshur Republican, Buckhannon Daily and the Record were gutted. Loss of $15,000 was sustained.

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We Specialize in Edition and Catalog Binding in Cloth or Leather, Also Pamphlet Work
THE FOREST CITY BOOKBINDING COMPANY
525 Caxton Building, CLEVELAND, OHIO

MAKE-UP SERVICE SPACING MATERIAL
THE HUSTED COMPANY
Machine Composition
436 CAXTON BLDG. CLEVELAND

To the members of the
Franklin - Typothetae

The members of the Employing Trade Rulers' and Binders' Division

extend the greetings of the holiday season and wish that the year 1921 will bring them their full share of prosperity and happiness.

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1146 Monadnock Block
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Directory of Members

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J. A. Burrows & Co. . . . . . 310 S. Canal St.
Caxton Ruling Co. . . . . . 508 So. Dearborn St.
John H. Daly . . . . . 300 W. Grand Ave.
C. J. Farwell Co. . . . . . 626 So. Clark St.
Gould & Eger . . . . . 157 W. Monroe St.
J. L. Harding Co. . . . . . 102 N. Wells St.
C. F. Kuhlow . . . . . 714 So. Dearborn St.
Fred C. Laukert . . . . . 712 Federal St.
Harry F. Little . . . . . 521 W. Monroe St.
Mortell & Co. . . . . . 626 Federal St.
Oconto Mfg. Co. . . . . . 525 So. Dearborn St.
Reding & Hauser . . . . . 621 Plymouth Ct.
Frank J. Stadtfeld . . . . . 542 So. Dearborn St.
Stoll & Westerlin . . . . . 416 So. Dearborn St.
Trade Ruling & Binding Co. . . . . . 607 So. Dearborn St.
F. M. Volkert Co. . . . . . 117 N. Wells St.
Weber & Bloom . . . . . 422 So. Dearborn St.
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Men in the Trade

DURING a period of 86 years, since the first issue of the Western Christian Advocate was published at the Methodist Book Concern in Cincinnati, that establishment has had but three superintendents of the manufacturing department, namely: Robert P. Thompson, who held that position for over half a century; Clarkson S. Whitson, the able lieutenant of R. P. Thompson, and one of the old school of printers, a gentleman and a scholar, and the present incumbent, J. M. Thomssen, who has been superintendent for 23 years, and who has seen this plant grow from Adams presses to Web perfecting presses, and from hand set type to a composing room that is one of the most modern and best equipped for its size in the country.

J. M. Thomssen

Mr. Thomssen is a product of the public schools of Cincinnati, and has spent most of his life in this city. In 1868 he had his first taste of printers' ink, and with the exception of two years spent in the West, he has followed printing ever since.

In 1874 he was first employed as a compositor in the Western Methodist Book Concern. For some years he divided his time between that institution and the old Franklin Type Foundry, where he worked on school books during the summer months.

About 1887, he became make-up man of the Western Christian Advocate, and in addition to making up the paper, was the clerk or bookkeeper for R. P. Thompson. Here, sitting at the feet of this veteran of the Art Preservative, he took his first lessons in keeping the accounts of a printing plant and also in estimating. He not only studied the requirements of the plant, but made a study of estimating and factory accounting, subscribing to printers' journals and buying such books relating to printing as were then on the market, and as were published in this country and in Europe.

Needless to say, Mr. Thomssen proved himself an apt scholar, and in a few years was able to make suggestions as to the conduct of the plant that were approved by his superiors.

When appointed superintendent of the plant in 1897, the method of operation was changed. Modern machinery was purchased, new equipment put in every department, and under his administration the manufacturing

plant of the Methodist Book Concern has become a model for the entire country and a plant of which the printers of Cincinnati are justly proud.

Mr. Thomssen has made an extensive study of cost finding. He attended the first Cost Congress held in Chicago. After returning from Chicago, he installed a cost system in the Methodist Book Concern in Cincinnati, which has been in constant use from that day to this.

He identified himself with the Ben Franklin movement, and was vice-president of the Ben Franklin Club of Cincinnati when that club was organized, and at the same time was chairman of the cost committee. Later he served the club as president, and it was while he held that office that the Ohio Printers' Federation met in Cincinnati, and there was held in addition to the Federation meeting one of the largest exhibits of printing machinery ever held in the West. Mr. Thomssen also served one year as president of the Ohio Printers' Federation.

Printing House Craftsmen Grow

THREE new branches of the International Association of Printing House Craftsmen have been formed within the last month. Clubs have been organized in Grand Rapids, Harrisburg and Cleveland, while plans are under way for the formation of similar organizations in Kansas City, Milwaukee, Cincinnati, St. Paul, Omaha, Des Moines, Indianapolis and Detroit.

Cline Opens Philadelphia Office

R. L. STEVENSON has joined the Cline Electric Company and will have charge of the new Philadelphia office of that concern, located in The Bourse, Philadelphia.

Fred C. Laukert

BOOK BINDER
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Riebe Quoins, Keys and Guides.
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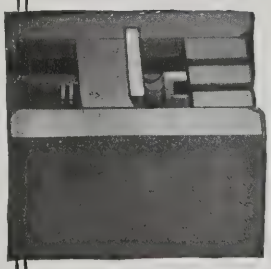
Superior Chase Locks for Cylinder Presses.
Rouse Roller Cooling Fans for Miehle Presses.
Wesel Diagonal Groove Final Bases and Hooks.
Potter and Poco Proof Presses.
Slauson Cylinder Press Locks.
Morgans & Wilcox Job Locks.
Cylinder Press Seats.
Page Fountain Dividers.
Warner's Roller Trucks for Job Presses.
Rouse Mitering Machines.
Rouse Tympan Holders for Pressroom.
Shute Planes for Beveling and Undercutting Patent Plates.
Hoerner Combination Shute Board and Type-high Machine.

Morgans & Wilcox, H. B. Rouse, Challenge Machinery and Kramer Woodworking Co. Products



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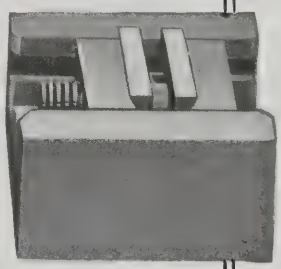
4 x 4 Hook Complete for Small Plate Work.



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Patrician Covers

A photo-engraver, known for the excellence of his work, recently displayed the finest examples of his craftsmanship.

Plates, both black and in color, conveyed to possible customers the consummate skill with which the engraver portrays the products of his clients.

Then—lest no one leave the book unopened, this engraver chose *Patrician Cover* as a fitting vehicle for his display.

Experienced advertisers envelope their story in a binding that impels interest. *Patrician Cover* worthily represents the well-told story and the product of unusual merit.

The Patrician Sample Book is yours for the asking. *Patrician Cover* is available from the stocks of good paper merchants everywhere.

The Peninsular Paper Co.
YPSILANTI, MICH.

Makers of
Uncommon Cover Papers

U. T. A. EXECUTIVES

A. J. Rich, Education Director

BORN in Lawrence county, Illinois, April 15, 1885. Reared and worked on farm until nineteen years of age.

After graduating in the common branches, attended normal school for teachers at Danville, Ind., for one year. Taught school one term.

Graduated in business course at Vorhees Business College, Indianapolis, Ind.

Entered the railroad business in 1906. Held various positions in the railroad business until 1917. The last two or three years of his work in the railroad field was in the capacity of traveling freight representative for the Nashville, Chattanooga & St. Louis Railroad Company.

While in the railroad work, took one year preparatory course at the St. Louis University night school. Graduated in salesmanship course conducted by the City College of Law and Finance. Later read first year law at the same institution.

With Deere & Company, large implement manufacturers, Moline, Ill., in traffic department, until August, 1918.

Principal clerk, Inland Traffic Service, War Department, Toledo, O., until November, 1919, when he accepted position with the United Typothetæ of America in the department of education.

Selling Through Knowing

THERE are many ways of demonstrating salesmanship and the same methods do not apply to all buyers or all solicitors. Customers must be secured or, in the modern sense, made. The best ways of doing this should be made the subject of study by every salesman.

The beginner usually has an exaggerated idea of the power of price and often errs, both in his basis of cost and his expectation of the impression he hopes to make by quoting low prices.

Success in seeking printing orders is more often obtained through suggestion than through cut rates.

Business men are visited and inquiry made as to what printed matter they use. This gives an opening for the salesman to improve the situation, by pointing out what another firm has accomplished through a change in office stationery or by the use of a different kind of advertising matter. Becoming acquainted with a prospective buyer and knowing what kind of printing will appeal to him most is of prime importance. The next most important thing is to see that he gets exactly what he wants. Summing it all up, good salesmanship consists of finding what is needed, convincing the buyer that your firm can fill that need and then filling it.

Industrial West at Large

An example of how one firm made hay while the sun shone is given in a recent newspaper account of the annual meeting of the board of directors of Kable Bros. Company, Mount Morris, when it was decided to erect an addition to the plant which will give the company 17,280 additional square feet of floor space. This is to take care of increased business of the concern which showed a 74 per cent larger volume of sales for the year ending September, 1920, than for the previous twelve months. To take care of the proposed enlargement the company has filed petition for an increase in capital stock from $250,000 to $500,000.

The total sales for the fiscal year ending September 30 were $611,825.22, as against $352,402.09 for the previous year, making an increase of $259,423.13. Expenses likewise showed an increase as proven by the following figures:

	1919	1920
Wages	$118,452.94	$211,556.76
Paper	108,767.74	216,149.35
Postage	30,622.92	59,351.50
New equipment	35,034.12	75,144.26

F. J. Weldele & Company, Terre Haute, has purchased the two-story brick building at 25 South Fifth street, that city, for the sum of $13,000. The building was purchased from William C. Ball. In its present location the Weldele company is successor to the Terre Haute Printing Company.

Joseph W. Dow, senior partner of the firm of J. W. Dow & Son, Davenport, died at the family home, 2005 Pershing avenue, Davenport, November 3, as the result of heart trouble. Mr. Dow was born in St. Marysville, Mo., April 16, 1864, and had been in Davenport 33 years. He was one of the veteran printers of Davenport and was for many years a member of the firm of Dow & Meyer. Nine years ago he withdrew from that firm and went into the printing business with his son Earl. He is survived by his wife, a son Earl and daughter Virginia.

The Democrat Publishing Company, of Aledo, Ill., has been incorporated under the name of the Aledo Democrat Publishing Company, to publish the *Aledo Democrat*, a weekly newspaper, and to do a general printing business. The capital stock is $10,000 and is held as follows: John W. Potter, of Rock Island, $5,100; Leslie C. Johnson, of Aledo, $2,500; and Ben H. Potter, of Rock Island, $2,400.

In justice to Eugene J. Roesch, manager of the Indianapolis Typothetae, BEN FRANKLIN MONTHLY feels it necessary to correct the erroneous impression which may have been conveyed through its article last month telling of the offer made Mr. Roesch to go to Australia to organize the printing industry there. It seems that this offer was made before Mr. Roesch became associated with the Indianapolis Typothetae. Mr. Roesch now declares he has no intention of leaving Indianapolis.

H. E. Opel, Freeport, has purchased the two-story brick building at 108 Exchange street, that city, for $8,000. Mr. Opel has operated a job office in the building for some time. He is planning extensive improvements.

After 24 years of job printing and book binding, David F. and Thomas J. Dellhaunty have disposed of their plant at 117 South Main street, Bloomington, and will devote themselves to the production of the Ropp bill register, which they have handled as a side line for several years. The brothers started in the printing business in 1896. In 1907 they erected their own building, which they have since occupied. The equipment was not sold outright to any one person, but was purchased piecemeal by printers of the vicinity.

Murphey-Bivins Company, printing and binding, LaFayette, Ind., has changed its name to the LaFayette Printing Company. Ralph M. Mayerstein and A. A. Mayerstein have been added as members of the firm. It is planned to erect a new building

H. G. Pugh and Company, Little Rock, Ark., has moved into a new five-story $150,000 building, which it has taken over on a 25-year lease.

Household Journal Company, publisher of a family magazine at Batavia, has increased its capital stock from $50,000 to $200,000.

Boysen, Podewills & Brown is the name of a new firm of engravers and designers located at 509 Baltimore building, St. Paul.

Fire last month caused $500 damage to the plant of the Remsen Bell Enterprise, Remsen, Iowa.

Samuel J. Rust has bought the Douglas Ulrici Book Bindery at 112 Mulberry street, Rockford.

The Southeastern Typothetae Federation met in Atlanta Monday, November 29.

TOM

Peabody & Wetmore

PRINTERS

of **Sick - Print - Shop** fame after being induced by **X-Ray** to take the cure---the **Typothetae Treatment** - - - have wisely employed the

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to make their Appraisal before starting their Cost System---further evidence that these two gentlemen are on the road to recovery.

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You will do well to follow their example and get an up-to-date appraisal by our methods.

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LAW PRINTERS

172 NORTH LA SALLE STREET

Law Printers for the Newspaper and small local printer whose capacity prevents him from taking a rush

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Beauty and Charm Melt

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SALES RESISTANCE

The Beauty and Charm of KING Dependable Offset melt down the natural "resistance" felt toward the printed message. The use of this stock wins royal compliments for the printer and lithographer who recommends it to his big customer.

Stock, trimmed four sides and packed in cases, is carried at the mill, as follows—

White
25x38—50, 60, 70, 80, 100, 120
28x42—74, 86, 99, 124, 149
32x44—89, 104, 119, 148, 178
38x50—100, 120, 140, 160, 200, 240

India
25x38—60, 80
28x42—74, 99
32x44—89, 119

Lithographed samples on request

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Linotype Composition for the Trade

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CHICAGO

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DETROIT

W. C. Richards

The Typothetae-Franklin Association of Detroit has made the following committee appointments for the year 1921:

Membership: Messrs. Coulter, Koss, Clark, Keller, Burkhardt, O'Donnell, Huetter, Webster, Doyle.

Cost: Messrs. Keller, Guthrie, Garand, Leonard, Mason.

Trade Matters: Messrs. Parshall, Roehm, Churchill, Gregory, Ainger.

Educational: Messrs. Radcliffe, Aston, Churchill.

Publicity: Messrs. Nemethy, Winslow, Wonnacott, Barry.

Fraternal: Messrs. May, Miller, Bland, Hensler, Duguid.

Finance: Messrs. Brookes, Clark, Radcliffe.

Credits and Collections: Messrs. Burkhardt, Sattler, Doyle, Ainger, Webster.

Legislative: Messrs. Sanders, Chas. Taylor, Leslie Smith.

Milwaukee has decided to follow Detroit's plan of operating an employment bureau and a committee appointed from that city's Typothetae association has drawn up plans so that the bureau as inaugurated in that city will incorporate the following features:

1. The registration of all employes now engaged, or later on hired, in the plants of members subscribing to this plan, at the central office on cards in proper form, giving information similar to the following: Name of employe, home address, age, married or single, firm name, class of employe, how far along in his trade, Union or Non-Union, kind of workman (excellent, fair or poor, in opinion of present employer), how long in present employer's service, number of years' experience.

2. The reporting of all employes dismissed, laid off, or who quit, by all members subscribing to plan, immediately on such occurrence to central office.

3. The keeping by the central office of proper card index files to show at all times what help is available.

THE UNION PAPER & TWINE COMPANY DETROIT

CHECK BOND

For Letterheads, Checks, Office Forms, etc., it is without a peer among the medium-priced watermarked bond papers.

This stock is firm and clean. It has many colors, sizes and weights, every shade popular, attractive and serviceable. These features alone created a big demand among the users of this class of paper.

Stocked in white and colors in regular sizes and weights, with envelopes to match in 20-lb. 6¾ and Norfolk two-fold styles; also No. 10 envelopes in white only. Special size for checks in white and colors, 20x28-30 lb.

Samples gladly sent upon request.

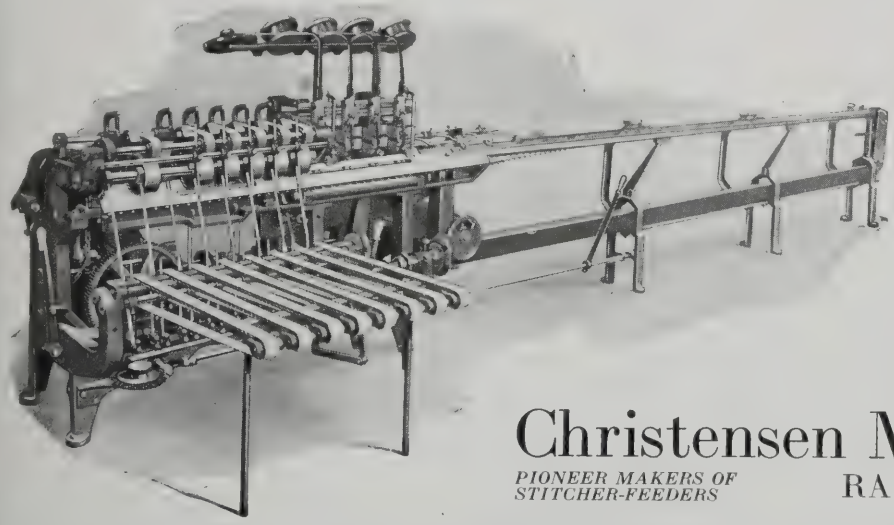
WE ARE MICHIGAN DISTRIBUTORS FOR
The West Virginia Pulp & Paper Company's
"MILL PRICE LIST" PAPERS

Production Increased Over 150%

The Christensen **Latest Type Standardized** Stitcher-Feeding Machine is adapted for short runs and many changes. Any number of stitches can be used. High speed, easy adjustments. Saves labor and floor space.

This machine is a NEW design. Don't confuse it with our former machines.

"WE have had the Christensen Stitcher on our floor for the past six months," says a Chicago printer and publisher; "and we find it a great time saver. **It has increased our production over 150%.** We get better work and are able to keep our delivery promises better than heretofore. We feel that we have made a very good buy. We cannot recommend the machine too highly."



Address nearest office for full details

CHICAGO OFFICE—Harnett, Weatherly, Hoffert, Inc., Room 469-71, Transportation Bldg., 609 So. Dearborn St.

GEO. R. SWART & COMPANY, Eastern Agts., Marbridge Bldg., New York City.

SOUTHERN AGENTS—J. H. Schroeter & Bros., 133-135-137 Central Ave., Atlanta, Ga.

TORONTO TYPE FOUNDRY CO., Ltd., Canadian Agents, Toronto, Ontario.

CANADIAN-AMERICAN MACHINERY CO., 63 Farrington St., London, E. C.

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PIONEER MAKERS OF STITCHER-FEEDERS
RACINE, WISCONSIN

We wish to announce that we are now located in our new building at 275 Milwaukee Street

Our New Telephone Number is

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Dwight Bros. Paper Company

275 Milwaukee Street

MILWAUKEE, WIS.

MILWAUKEE and WISCONSIN

The regular monthly meeting of the Fox River Valley Typothetae was held at the Hotel Appleton November 23 at which eighteen plants of the twenty-two comprising the organization were represented, members from Green Bay, Appleton, Oshkosh, Fond du Lac, Neenah, Menasha, Manitowoc and Two Rivers, being in attendance, those from the last two cities becoming members at this meeting. President R. J. Meyer presided and talks on the progress of the organization and its future work were given by W. H. Tracy and A. W. Hoffman, executive secretary and cost clerk, respectively. Several matters of importance and mutual benefit were discussed in which much interest and enthusiasm prevailed. Several resolutions aiming to the betterment of existing conditions were unanimously adopted.

The next meeting of hte organization will be held at Fond du Lac, Tuesday evening, December 14th, at which a number of other plants have declared their intention of becoming members.

Honor and fame sometimes come to those who deserve it. Our genial and able friend, Mr. Frank R. Wilke, is an example to the point. Frank has been invited to repeat the address which he gave to the Franklin Typothetae of Chicago recently, his subject being "The Possibilities of the Small Shop," to the Franklin Typothetae Association of Detroit at its monthly meeting, Monday, November 29. Frank will be there and needless to say he will deliver the goods. His message will wake up not only the small shop man, but the big ones as well.

The estimating classes and a class in salesmanship have just been started, so far 35 have enrolled for estimating, and 15 for salesmanship. These classes will be taught by Secretary Penhallow.

Officers elected at the annual meeting of the Milwaukee Typothetae held last month are as follows:

President, Martin Rotier, Meyer-Rotier Printing Co.; vice-president, Chas. Gillett, Gillett & Co.; secretary, Wm. A. Greene, Greene Printing Co.; treasurer, Geo. Bollow, Breithaupt Printing Co..

Directors: Rudolph Haessler, Wetzel Bros. Printing Co.; Ed. P. Hoyer, E. P. Hoyer Printing Co.; Chas. Buehler, Western Typesetting Co.; Carl Moebius, Moebius Printing Co.; Fred Cramer, Cramer-Krasselt Co.; Chas. Dietas, Burdick-Allen-Dietas; Oscar Loewenbach, B. Loewenbach & Sons Co.; Nic. Meuser, Meuser Printing Co.

Cost department records show that fifty-one plants in Milwaukee are now operating Standard Cost Systems, or a cost system that is to all intents and purposes standard. A year ago there were only nine in operation and some of these not being properly kept up. At a recent meeting of the Trade Composition Division, it was voted that all six houses represented install the Standard Cost Finding System beginning December. This will make a total of 57 plants, approximately two-thirds of the total membership, operating the Standard Cost Finding System after December 1st.

The Sales Division is proving to be very successful under the re-organized plan of operations. With a membership of 21 firms the average attendance during the month of November at the Friday noonday luncheons was 23 members. Great interest is manifested in its meetings and its operations are proving that it is surprisingly easy to adjust the differences between competitors if the competitors can be gotten together. This is one of the things the Sales Division does.

Every trade plant owner in Milwaukee, with the exception of one, was present at the special meeting called at the Hotel Medford, Friday night, November 19. E. J. McCarthy and Frank M. Sherman, president and secretary of the International Trade Composition Association, and W. G. Penhallow, secretary of the Milwaukee Typothetae, were speakers. All present agreed to install the Standard Cost System.

Membership of the Milwaukee Typothetae has now reached ninety-three, the Cannon Printing Company, Barney Cannon, president, being the latest recruit. Other members recently added are the A. Wetzel & Company, 992 Booth street, and Giljohann Just Company, 459 East Water street. Milwaukee Typothetae has shown a very gratifying growth in the past year. At the beginning there were 81 members.

At a recent meeting of the board of directors, W. G. Penhallow was retained as executive secretary for another year at a large increase in salary. When Mr. Penhallow was put in charge of the Milwaukee office a year ago, he had two assistants. The force has now been increased to six, and the work has grown in even larger proportions.

Ray A. Carlson has taken over the Service Department of the Meyer-Rotier Printing Company, Milwaukee, where he will have complete charge of arranging campaigns and planning the "service" features of the firm.

Dwight Bros. Paper Company has moved into its own building at 275 Milwaukee street, after having occupied space at 341 Broadway for a number of years. The new telephone number of the company is Broadway 5712.

Charles E. Spindler, of Manitowoc, one of the founders of Barnhart Bros. & Spindler, died last month at his home. Mr. Spindler was 79 years old and one of the pioneers in the printing supply industry.

W. H. Tracy, former field secretary of the Seventh District, has accepted the position of executive secretary of the Fox River Valley Typothetae, with headquarters in Appleton.

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Milwaukee, Wis.

Paper Cutters and Cutting Knives
Perfection Safety Quoins
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PRINTERS' ROLLERS
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Printing Machinery
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Now is the time to purchase as
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BRANCHES
DES MOINES, DETROIT, CLEVELAND, MEMPHIS
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A New Magazine Black

There is something new under the sun. Our New Magazine Black proves it. One would think after all the years of ink making since Gutenberg's day there could be nothing new in a Black Ink. We have made thousands of different kinds of Black Ink, and still the chemists in our laboratories have discovered an Ink that for working qualities is unexcelled. It will be known as **MAGAZINE JET BLACK No. 750,** at 35c., f. o. b. New York.

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CHICAGO.....718 So. Clark St.
ST. LOUIS..101-103 So. Seventh St.
CLEVELAND...321 Frankfort Ave.
DETROIT.....184 Gladstone Ave.
TORONTO.....233 Richmond St., W.
MONTREAL.....46 Alexander Ave.
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CINCINNATI

Max Kohnop
901 Union Central Building

The first meeting of the Seventh District Typothetae, held at the Hotel Shawnee, Springfield, Ohio, November 8 and 9, was a success. Each and every one of the 150 printers who attended will back that assertion, for from the time District Chairman Allen Collier called the meeting to order on the first morning until he said "adjourned" the following afternoon, every one was on tiptoe to get the most out of the sessions. Labor, sales methods, education, and cost finding held the attention of all, while important resolutions including one pledging the district to resist any effort to enforce the 44-hour week, another bearing on the teaching of printing in public institutions of the district and plans for financing the district organization were all approved. Delegates were treated to a trip through the plant of the Crowell Publishing Company on the afternoon of the first day and in the evening were guests of the Springfield Typothetae at a smoker. One of the unusual features of the program for this event was the regular November meeting of the Columbus Typothetae, held during the smoker.

Speakers included J. M. Thomssen, Cincinnati; E. P. Mickel, Nashville; George N. Voorhees, Chicago; W. J. Eynon, president U. T. A.; E. J. McCarthy, Chicago; H. C. Wedekemper, Louisville; T. R. Covey, Baltimore; M. M. Shellhouse, Connersville; John Clyde Oswald, *American Printer;* Charles Bookwalter, Indianapolis; J. L. Frazier, *Inland Printer;* Julian Wetzel, Indianapolis, and President Allen Collier, Cincinnati. Delegates were present from Cleveland, Toledo, Cincinnati, Columbus, Dayton and Lima, Ohio; Terre Haute, Fort Wayne, Indianapolis and Connersville, Indiana; Chicago, Ill.; Louisville, Ky., and Huntington, W. Va. The next regular annual meeting will be held early in the spring.

There has been more activities in the office of the secretary of the Cincinnati Typothetae during the past several weeks than for a long time and there is every indication that the organization is in for one of the biggest years in its history. There have been numerous committee meetings and conferences and the fall and winter activity plans are fast reaching a stage of completion.

Plans are being formulated for the creation of classes in the study of salesmanship, estimating and cost finding under the direction of the educational committee of the Typothetae.

This is one of the first of a number of plans to bring the entire industry into an efficient working unit for the betterment of all concerned.

Nearly an even hundred sat down to a well-prepared dinner at the Grand Hotel, November 19, when the printing salesmen held one of their most successful meetings. The dinner was followed by a playlet, especially dramatized by Luke Murdock and artistically produced by such men as William Nau, W. T. Perry, George Fahrer, H. W. Greife and Gus Karger, all having more or less histrionic experience. The one act playlet was well received and was followed by short addresses by Allen Collier and W. G. Martin. The chief address of the evening was made by W. P. Chadwick, sales manager of the Express Printing Company, Connersville, Ind., whose talk on "Creative Selling" was full of pep.

A special committee consisting of R. W. Bohnett, chairman; M. N. Riggs, Emmett McBreen, W. T. Perry, Leslie Webb and W. G. Martin has been appointed by the president to make arrangements for the annual celebration of Ben Franklin's birthday on January 17. The committee has held one meeting and assures the association that this is going to be one big evening. Plans for a novel entertainment of a most highly educational nature are under way.

An increase of $10 a week for hand workers and $7 a week for machine operators was granted printers of Cincinnati last month by Arbitrator Joseph W. O'Hara. His award is: Forty-six dollars a week for day work, $49 a week for nights, time and a half for overtime, double time for Sundays and holidays. The increase is retroactive to September 1.

C. A. Radford, local manager of the Western Newspaper Union, former president of the Typothetae and at present serving on the Board of Governors, has been elected president of the Better Business Bureau, a new body formed to improve business standards and bring about better relation between merchants and their customers.

The regular monthly meeting of the Typothetae was held December 2 at the Grand Hotel. The usual fine dinner was served, followed by a smoker and an address by George Heintzmann, advertising counselor of the American Writing Paper Company, Dexter Folder Company and West Virginia Pulp and Paper Company.

The cost committee of the Typothetae has recommended the installation of an Accounting, Cost and Statistical Bureau in the association, properly equipped and supervised by an expert accountant. This is distinctly a new departure in Cincinnati printing circles.

G. H. Hoffman, assistant in the credit department of the Fifth-Third National Bank, read a paper on "Credits" prepared by Sam. McFarland, credit manager of the bank, at the weekly noonday luncheon of the Cincinnati Typothetae, November 16. The meeting was largely attended.

Cincinnati is rapidly recovering from the effects of the recent strike and a majority of the plants are now operating with a full quota of men. Reports indicate the "open shop" plants are the most seriously hampered through the lack of help, while in the union shops the men have practically all returned to await the award of the arbitrator.

Fresno, Calif., Typographical Union No. 144 last month endorsed the Typothetae movement and passed resolutions expressing its willingness to co-operate with the San Joaquin Valley Unit of the California Typothetae. The San Joaquin association has just been formed.

George Desch, formerly with the Feicke-Desch Printing Company, has been elected president and general manager of the Federal Press, to succeed Louis H. Breitenbach, who has been head of the company since its organization.

L. Larry Birmingham is a real booster of the weekly luncheons of the Typothetae and says he can't understand why some printers insist on going to some cheap restaurant instead of joining their fellow printers.

Bill Kroner has added an automatic feeder to one of his "Cleveland's" and is continually fortifying himself along the line of being known as the "Service Binder."

Harry S. Neal, formerly identified with the Cincinnati Typothetae, is now connected with the Chas. Eneu Johnson Company, printing ink manufacturers of Cleveland, O.

R. E. Darnaby is back from Columbus, where he represented the Diem and Wing Paper Company. He will be associated with the main office in Cincinnati.

At a meeting of the Typothetae on November 30, the members were addressed by Henry Meyer of the Queen City Engraving Company.

Leslie Webb, Sr., of the Webb-Biddle Company, has been confined to his home for the last few weeks, but he is again on the job.

Charles Buchwalter of Indianapolis will speak on "Selling the Printing Trade to the Boy and His Parents," before the Typothetae, December 12.

Russell Cook spoke at the November 23 luncheon of the Typothetae on "The Ad Man and the Printer."

Thomas E. Kennedy has returned from a trip East and gathered in some bargains in printing equipment.

George A. Flohr, binder, mourns the loss of his brother, who died recently.

NEENAH 1873 QUALITY
BONDS AND LEDGERS MADE WITH THE SINGLE PURPOSE OF BEST SUPPLYING BOND AND LEDGER NEEDS
"NOTE THE TEAR AS WELL AS THE TEST"
NEENAH PAPER COMPANY
NEENAH, WISCONSIN

SKH
TYPESETTING COMPANY
INC.

Intelligent Typesetting for Printers

You'll Appreciate S-K-H Service

Ohio and LaSalle Streets
Phones Superior 342 and 2988

HARRIS & WALKER
Bookbinders and Finishers
TO THE PRINTING TRADE

INDEXING
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Prompt Service at Right Prices

Telephone Franklin 2101
167 W. Monroe St. Chicago

The Four-Color Job or a Serio-Comedy in One Act

THE tragedy of the small shop owner who tries to tackle jobs that are too big for him is amply shown in the following letter, actually received from a plant owner by a friend. Needless to say, BEN FRANKLIN MONTHLY has felt it best to suppress both names, but cannot help printing the letter, which, while tragic, nevertheless comes so close to what others have probably gone through at some time in their experience, that extracts are given herewith:

"But what is a poor fellow going to do who has to work fourteen to sixteen hours a day, and longer? Cannot even have a Sunday off once in a while to enjoy himself, but when he is off he is so sick and tired of everything he feels like sleeping all day to make up for the time he lost.

"I want to apologize for not writing to you any sooner, but as you have seen from the above lines, I am working pretty hard. I don't know if Henry told you, but the last time he was in ——— he paid me a visit and he was up in the place I am interested in, and having no money to start in business is not as easy as it looks. Well, hard work is the only way out of it. Then came the strike and there was more hard work in front of us, and the way labor stands now I cannot see when I will be able to take it easy.

"When I was working for somebody else, after eight hours' work I was through. I didn't have any worries or any troubles. Now, I never know when I am through. Sometimes it is so late I don't go home at all, but sleep in the hotel down town, and on top of it, you have to worry about the work. When you have work you worry to get it out on time. If you haven't got any work you worry where to get it from, and I do not think that there is a business that is as bad as the printing business. In the first place, competition is very keen. If a fellow needs about five dollars' worth of printing he goes to about ten printers and wants to know what the job will cost. When he gets the job and the least little thing goes wrong, it is a total loss, because you cannot use it for anything. To give you an example, we had a four-color job in the house. The first three colors went along O. K. When we wanted to print the last color the weather was like spring. Our rollers are in the summer hard and in the winter time soft. You can imagine how much softer our winter rollers got in that spring weather. We could not do anything, just had to let the whole thing stand until the weather got cooler. And there is the customer. He wants to know why the job is not delivered. We told him we are going to put the last color on tomorrow. If we would have completed the job the darn thing would have been no good and we would have gotten H—. We saved the job. Naturally we couldn't get it out on time and we got H—, so what is the use?"

Let's quit. We've had enough, haven't you?

Vitality Like an Indian
CALUMET NON-MELTING ROLLERS

Purchase Winter (CalCo) Rollers

and insure yourself against Roller trouble next summer.

CALUMET ROLLER COMPANY
Phone Englewood 8734 6310 Wentworth Ave., Chicago

Heads Seventh District Typothetae

ALLEN COLLIER, Head of Seventh District Typothetae

MR. COLLIER, who is president and treasurer of Procter & Collier, Cincinnati, is also president of the Seventh District Typothetae Federation, which met in Springfield, Ohio, for the first time last month.

Own Your Own Building

For Sale--a shop designed especially for the printing business. Idealy located on Southwest side in large Chicago manufacturing district. One story and cement basement. Adjoining property vacant, permitting of expansion.

Phone D. C. SNOW

Lawndale 8923 or Kedzie 6858

GOOD ELECTROTYPES

Require Less Make-Ready Than Inferior Plates

PRINT BETTER AND LAST LONGER.
CALL AND SEE US, WRITE OR PHONE

DINSE, PAGE & COMPANY

ELECTROTYPERS

725 South La Salle Street, Chicago

Phone Harrison 7185

1921---What does it mean to your firm Mr. Typothetae Printer?

Is it going to be more prosperous than the year just ending?

Members of the Trade Composition Association of Chicago believe so and they are willing to make it so for you.

Let them prove their ability to make 1921 a better business year for you by giving your work to a fellow member.

Trade Composition Association

A Division of The Chicago Franklin - Typothetae

Directory of Members

A. R. Buckingham . . . . . 15 So. Market St.
Champlin & Co., Linotypers . . . . . 172 W. Washington St.
Chicago Typesetting Co. . . . . . 727 So. Dearborn St.
Empire Linotyping Co. . . . . . 601 Plymouth Ct.
Englewood Typesetting Co. . . . . . 540 W. 63rd St.
Geo. C. Jager, Typesetting . . . . . 508 So. Dearborn St.
Kerr-Whitmire Typesetting Co. . . . . . 732 Sherman St.
Kilgore Linotyping Co. . . . . . 326 W. Madison St.
Chas. L. Just Typesetting Co. . . . . . 218 So. Clark St.
M. & L. Typesetting Co. . . . . . 4001 E. Ravenswood Ave.
Mathews Typesetting Co. . . . . . 626 Federal St.
Perfection Linotyping Co. . . . . . 720 So. Dearborn St.
Quality Typo Co. . . . . . 542 So. Dearborn St.
S-K-H Typesetting Co. . . . . . 149 W. Ohio St.
Smith-McCarthy Typesetting Co. . . . . 508 So. Dearborn St.
Standard Typesetting Co. . . . . . 701 So. LaSalle St.
Superior Typesetting Co. . . . . . 732 Federal St.
Walden Typesetting Co. . . . . . 720 So. Dearborn St.
Western Linotyping Co. . . . . . 431 So. Dearborn St.
Woodlawn Typesetting Co. . . . . . 1221 E. 63rd St.

WHAT THE HOUSE ORGANS ARE PLAYING

Who Won the War?

THE battlefields of France no longer tremble under the shock of the clash of arms and the curious American tourist from Keokuk or Goompers' Corner gazing over the fields of growing wheat, where once the flower of the manhood of their nation fought side by side with the representatives of the civilized nations of Europe in the great war for the preservation of democracy and the rights of mankind, hardly realizes nearly two years have rolled by since that November day when the black-mouthed cannon ceased their speaking on the Western Front.

Although America was in the war less than two years and our Allies battled on the fields of France and Flanders for over four years, nationally, we are not at all backward in claiming the credit for the victorious culmination, even though we are still technically at war with the land of the Ex-Kaiser.

But hold—there is dissension amongst ourselves! The Army admits its responsibility for the victorious outcome. The Navy just as emphatically claims the distinction. On the other hand, listen to any Marine's version.

Within these groups there is eternal strife for the coveted honor. The artillery claims the responsibility, to be disputed in turn by the infantry and even the military police. Why not give the cooks some consideration? Big Business and Labor of the country both step forward, laying claim to the glory, and all in all, we have a little war all our own that will never be settled satisfactorily for all concerned.

A great many things have been claimed by their promoters as war winners; the tanks, the ships, the aeroplanes we never sent to France, and a great many other inventions, including gas, which, after all, is about all any of these claims amount to.

Why not have the printing trade step forward and acclaim, "We won the war!"

Without money, there would have been no beans, corn willie, or hard tack, tanks, ships, flying machines, or guns; in fact, nothing necessary to equip an army or navy. There was not enough money in the strong box at Washington to carry on with. The credit of the nation had to be coined, therefore, paper money.

And what, pray, gentle reader, was more necessary than the part printing played from this point on? Liberty Bonds had to be printed and sold. Advertising and publicity matter had to be printed in order to sell Liberty Bonds. The success of the war depended upon each, reaching millions of a noninvesting class of people. There was no other means of reaching and selling them than through printing.

Printing did its work perfectly, even to printing paper money after raising the funds necessary through the sales of bonds. Let every printer lay claim to the credit due his profession.

Printing is powerful, influential, and the greatest force in the civilized world today.

There is a vitally important mission remaining to printing, and that is to carry onward in the world the great progressive, civilizing march through the generations to come of diffusing knowledge to the masses that it has so vigorously pursued in the past.

Diem & Wing Chatter.

An Idea to Use on Your Customer

MUCH has been written about the advertising value of the stationery upon which letters are written. A letter is not, in itself, an advertisement. It often is a sales element. Always it is written to convey to the recipient certain intelligence, but the intelligence may not have the least selling value or motive, and it may have a very great selling intent. The primary purpose of a letter, as distinguished from a circular, is to get the attention of the recipient to whatever may be written on the sheet of paper. The primary purpose of the letter seldom is a purely sales purpose; or if it is the communication is less a letter than a circular, and has to be considered as a sales medium rather than as a medium for conveying certain information of a business character.

Therefore the distinction between circular letters, or sales letters, and letters in a usual sense, has always to be borne in mind when the matter of stationery is being considered; and it is manifest that the stationery for letters of information and for circular letters must be quite different in character. The circular letter is an advertisement, pure and simple, and its stationery must be such as will emphasize that fact and help in putting over the selling motive. The letter of information must, on the other hand, be typed on stationery that shall not put the object of the letter into the background by itself being too conspicuously interesting or attractive. This is a distinction that is most important, but which is not too often thought of. —*Honolulu Item.*

Direct Mail Matter Still Reasonable

PRICES of printing are very high as compared with those of 1914—probably 100 per cent higher. So is clothing, shoes, food, fuel and rent. Printing is not higher in proportion or by comparison to other necessities. Fact is, Direct Advertising—the finished product in the hands of the *reader*—is only slightly higher than in 1914, for the *same postage carries it now that carried it then*, and postage has always been considered about one-half the expense. For example, say that one thousand pieces of direct matter cost ten dollars in 1914. Add the postage and the bill was twenty dollars. Now the same matter costs twenty dollars, plus postage—total thirty dollars—an advance of only 50 per cent on the 1914 price, or 33 per cent figured on the present price.

Nothing I know of shows up as favorably under analysis as Direct Advertising. Use it plentifully.—*Julian Wetzel in The Keystone Press, Indianapolis.*

Try This Idea

A SPLENDID framed picture of Benjamin Franklin, patron saint of American printers has been hung conspicuously in our workshop—not in the office, but in the *workshop*—under the impression that the psychological effect on the product will be good. Under the picture is this legend:

"LOOK AT BEN AND DO YOUR BEST"

—*The Keystone Press, Indianapolis.*

TORONTO

C. F. Hamlyn
1402 C. P. R. BUILDING

At the annual meeting for the election of officers of Toronto Typothetae, recently held in the King Edward Hotel, the organization was shown to be in a prosperous condition with a constantly increasing membership. The following officers were elected: President, Q. B. Henderson; vice-president, Douglas S. Murray; treasurer, F. M. Kimbark; secretary, J. C. Acton; executive secretary, Ira R. Knowlton; executive committee, H. L. Rouse, R. T. McLean, G. D. Thomas, J. J. Lynch, George M. Rose, A. L. Lewis, R. D. Croft, F. S. Thomas and Thomas G. Robinson. The legislative and trade matters committee of the association were instructed to prepare a brief to be submitted to the tariff commission, which met in Toronto in November. With a view to placing the case for the printers before the commission the secretary of the Toronto branch sent out a questionnaire inviting answers to the following questions: "Are you in favor of an increase in the present general tariff as it pertains to printed matter?" "Are you in favor of a decrease?" "Should it remain as it is at the present time?" "Is there any point which you think should be changed? If so give details."

At the annual meeting of the Association of Canadian Advertisers in Toronto, Vice-President W. G. Steward declared that the time had arrived to impress upon the publishers the necessity of charging more for their product. "We all know that there is a world-wide paper shortage," he said, "but so far the advertiser has had to pay the larger proportion of the increased costs, and many of us believe the time has now arrived for the reader to pay his fair share of the increase in the overhead expenses of the publisher." In the course of the discussion the need for more color work in advertising was emphasized. C. A. Crabtree, president of the Crabtree Printing Company, Ottawa, gave an address on "Art work and engraving problems and how to meet them economically." An address was also given by F. T. Standford, of the Canada Life Insurance Company, on "Co-operative Institutional Advertising." A feature of the meeting was an exhibition of advertising art work.

Ault & Wiborg Company of Canada, Limited, has been granted a provincial charter, with headquarters in Toronto, and with a capital stock of $500,000. The company is empowered to manufacture, buy, sell and deal in printing, lithographing and stationery supplies, and to carry on the business of manufacturers and dealers in paper, cardboard packages, bags, etc.

A branch office has been established in Toronto by the Porte Publishing Company of Salt Lake City, Utah, publishers of the Franklin Printing Price List. S. H. Moore of the Moore Type Founders' Company is manager of the Toronto branch and is making great headway in getting Canadian printers to adopt the Franklin list, there being several hundred of them already under the Franklin banner.

George Elms of the composing room staff of the Maclean Publishing Company, Toronto, has been appointed assistant instructor of typography at the Toronto Technical School. Mr. Elms learned his trade in Newfoundland and came to Toronto twelve years ago. He has worked in most of the job offices in the city.

The firm of Westman and Baker, which has served Canadian printers since 1875, has been reorganized and is now known as Westman & Baker, Ltd. The firm will carry on the old business of building printers' and bookbinders' machinery. They are adding a new high speed job printing press which can be operated with or without automatic feeder.

All of the foremen in the plant of the Industrial and Technical Press, Ltd., Adelaide street, Toronto, were guests of J. J. Harpell, president of the parent company, at the annual dinner given at the head plant of the company in Ste. Anne de Bellvue, Que., recently, at which Hon. W. S. Fielding, ex-finance minister of Canada, was the chief speaker.

Richard Butler, the oldest printer in Hamilton, Ont., and possibly in Canada, recently celebrated his sixty-third wedding anniversary in that city. Mr. Butler began sweeping out the Montreal Herald office in 1846. He served as a soldier in an Ohio regiment in the American Civil War.

The Miller Lithographic Company, Ltd., has been incorporated in Toronto with a capital stock of $91,000 and with power to carry on business as printers, lithographers, process printers and publishers.

A new wage scale has gone into effect in the photo-engraving and lithographing trades in Toronto, representing an increase of $2 a week. Wages in the trades now run from $40 to $75 a week.

Toronto is making every effort to bring the 1921 convention of the United Typothetae of America to this city. Sentiment throughout the organization seems to favor holding the convention here.

When you want a good, medium priced bond paper, loft dried and rag ingredient, we recommend

MARINE BOND
(WATERMARKED)

Carried in stock, white and six colors, all sizes and weights. Colors stocked in No. 16 and No. 20 substance, 22x34, 24x38 and 28x34.

Swigart Paper Co.
653 to 707 South Wells Street Chicago

BLOMGREN BROS. & CO
ESTABLISHED 1875
DESIGNERS
ENGRAVERS
ELECTROTYPERS
NICKELTYPERS
LEAD MOULD PROCESS
512 SHERMAN ST.
CHICAGO

THE FUCHS & LANG MFG. CO.

Building step by step to the height of achievement from the foundation of an honest purpose.

Mr. Printer:—

If you only knew of the fine results the trade is getting and the satisfaction expressed of our

Rutherford Forty Black Ink

you would not hesitate a moment in placing an order with us for it.

Rutherford Forty Black sells for 40 cents per lb. in lots of 25 lbs. or more.

Order now.

The Fuchs & Lang Mfg. Co.
119 West 40th Street, NEW YORK CITY
Phone: Bryant 8080
120 West Illinois Street CHICAGO
142 North Fourth Street PHILADELPHIA
Factories: Rutherford, N. J.

Printing Machinery
New and Used Machinery for
Printers - Newspapers - Folding Box Manufacturers

Shops
215-23 West Congress Street

Shop Phone
Harrison 1474

Examine Our Line of New and Used Machinery and Outfits

Cylinder Presses Two-Rev. and Drum
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Lever Cutters
Cylinder Cutting and Creasing Presses
Flat Cutters and Creasers
Folders
Stitchers
Punching Machinery
Embossers
Hamilton Wood and Steel Goods
Complete Printing Outfits

See Our Classified Ads

WANNER MACHINERY CO.
A. F. WANNER PROP.
714-16 S. DEARBORN ST., CHICAGO, ILL.

Phone: HARRISON 6888, 6889

When Big Jobs Require Speed

ONE of the advantages of a large plant is that big jobs can be printed speedily and delivered on time. The Regan Printing House has exceptional facilities in this line, yet preserves a high standard in all other respects. Clean and clear presswork supplements intelligent and artistic composition, while the folding and binding also is attended to in a manner that corresponds. Where a plant is organized for the best results—and the equipment maintained to give greatest efficiency—conditions come the nearest possible to the ideal and the customer gains. Under such conditions a fair profit is possible at reasonable prices.

PHONE, CALL OR WRITE

REGAN PRINTING HOUSE

523 Plymouth Court Peterson Building CHICAGO

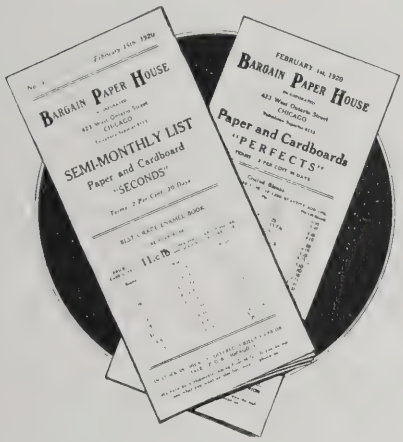
TELEPHONE HARRISON 6280

Printers, Publishers, Paper Users

Paper Here---

Cheaper Than Anywhere!!

Consult our December lists before placing your next order. It shows astounding bargains.



We issue a semi-montly list of "Seconds" and monthly list of "Jobs and Perfects" and carry the largest stock of Jobs and Seconds in the world.

A strong statement, indeed, but an *honest* fact.

Not as though we are *deliberately* or *unfairly* slashing into a competitive market. We have no competitors.

It is the way we operate that makes these unusually low prices possible.

We buy and reconvert into practical use the paper that others find they cannot use.

So order now---at prices lower than anywhere!

Vastness is the keynote here. Seven branch offices—50 expert salesmen—7 floors aggregating 115,000 sq. ft.—devoted exclusively to supplying your paper needs.

Bargain Paper House, *Inc.*

Telephone Superior 9113 423 W. Ontario Street

SEVEN BRANCH HOUSES

ST. LOUIS, MO. MINNEAPOLIS MINN. DETROIT, MICH. PITTSBURGH, PA
CLEVELAND, OHIO CINCINNATI, OHIO ATLANTA, GA

This "Dagclip" Memo

Just What You've Wanted

Handier than a note-book, far more attractive, this "Dagclip" Memo keeps paper always clean, always in place whether there's one or a score sheets left, no expensive perforated, punched or bound fillers necessary, no perforating, no stubs left. The spring holds them in place and makes refilling easy. It's a case you'll be proud to carry. You can use it for cards, too, your own or others you want to keep

Fabricoid case, nickel clips $1.75
Seal grain or Morocco 2.25
Extra fillers .....25c per doz
Name in gold 25c

National advertising is creating a large demand for the "Dagclip" Memo and dealers are requested to send for our liberal proposition.

Send us your order now

THE WESTERN BOOK BINDERY
Blank Book Manufacturers and Paper Rulers
Phone Harrison 3411
732 Federal Street CHICAGO, ILL.

New Division Contemplated in U.T. A.

(*Concluded from page 25*)

are not paid within three months from date of invoice, the printer may dispose of said property as waste material, the proceeds to be credited to the customer's account.

Agreements: All agreements are made and all orders accepted contingent upon strikes, fires, accidents, acts of transportation companies or sub-contractors or market conditions or causes beyond our control.

At a recent meeting of the group, Frank M. Sherman, director of the Department of Specialized Branches at U. T. A. headquarters, offered the services of his department to assist in the formation of an Advertising Composition Division of the U. T. A., and carry on the work of such an organization if it were formed. After some discussion of the many activities in which a national organization could engage, a committee was appointed to arouse interest in such a division among Typothetae members in other cities.

The committee drafted the following letter, which was mailed to all concerns engaged in advertising the composition business in the United States:

Dear Sir: Chicago, November 22, 1920.

Every concern in this city specializing in advertisement composition is now a member of the Advertisement Composition Group of the Franklin-Typothetae of Chicago. All are enthusiastic over the results which we have accomplished during the short time we have been affiliated together. This group meets together regularly, discusses such matters as particularly concern us, and takes action to establish such standards as are necessary to advance the interests of our business.

The director of the Department of Specialized Branches at U. T. A. headquarters in Chicago has informed us that his department is prepared to assist in the formation of an Advertisement

The Monitor No. 1 Wire Stitcher

"The One Machine for All Jobs" and is the most popular machine on the market for use in the average plant. It gives year in and year out service on all kinds of work: anyone can operate it; requires practically no attention, and invariably proves a money-maker in any plant.

MONITOR
Quality, Speed, Service

The One Machine for All Jobs

That's the verdict the leading Printing and Bindery Shops of America have accorded the *Monitor No. 1 Wire Stitcher*. It is a merited verdict because on all kinds of jobs, from stitching a two-page pamphlet with light No. 28 or 30 wire to stapling a heavy ⅞-inch flat book with 20x25 wire, there is no machine made that will turn out a better job, do it quicker, and do it at lower operating costs.

A Trial Will Convince You

If you are not now using a *Monitor No. 1 Wire Stitcher* in your plant, it will pay you to learn about its strength and simplicity of construction, its mechanical superiority, its record for volume and quality output. INVESTIGATE. Then install a machine and give it your hardest job. It will quickly prove its ability to deliver.

Ask for Catalog No. —

Our Service Department will gladly furnish you any information desired about Monitor No. 1 Wire Stitcher or any other machines of the Monitor line

LATHAM MACHINERY COMPANY
"Latham Machines Last Longest"
1153 Fulton Street, CHICAGO, ILL.

FOREIGN REPRESENTATIVES:
Wm. Dawson & Sons, Ltd., Otlet, Eng.; Fonderie Caslon, Paris France; John Dickinson, Cape Town, S. A.; Lettergieterij, Amsterdam, Holland; H. J. Logan, Toronto, Canada; Geo. M. Stewart, Montreal, Canada

BOSTON **NEW YORK**

Composition Division of the U. T. A. and carry on its activities after it is formed, without any expense to members.

The members of our group believe such a division would be of considerable value to all those engaged in the business. Through such an organization we will be able to—

Meet in annual convention to discuss and take action on matters of particular interest to our members.

Standardize our business practices and trade customs.

Secure the installation of the Standard Cost and Accounting System in advertisement composition plants and compile data therefrom.

Carry on a national advertising campaign calling attention to the particular service which we furnish, to create new business for members.

Disseminate pertinent information to all those engaged in the industry.

Stimulate a desire for better typography in advertisements.

Other activities which might well engage the attention of such an organization will doubtless occur to you.

Will you write us as to your opinion concerning such an organization of those engaged in the advertisement composition business? Also fill out the questionnaire enclosed herewith, that we may be able to compile some statistics on the industry?

Yours very truly,

BEN C. PITTSFORD,
Chairman Advertisement Composition Group
of the Franklin Typothetae of Chicago.

From the "questionnaire" referred to in the letter it is hoped to compile data concerning various phases of the advertising composition business. There is at present little detailed information available.

It is very probable that a meeting of all those engaged in the industry—both members and nonmembers of the U. T. A.—will be called shortly after the first of the coming year. The question of forming a division of the U. T. A. will be discussed, and if it is considered desirable this action will be taken. Chicago will no doubt be the city in which the proposed meeting will be held.

A NEW LINE
AND
MODERATELY PRICED

JASMINE
FANCY-BRISTOL
RIPPLE FINISH
22½ x 28½—3 Ply
Stocked in
BLUE BUFF HELIO WHITE

Especially Suitable for
ANNOUNCEMENTS
MENU CARDS
PROGRAMS
FOLDERS
COVERS
FANCY CARDS

Samples and prices on request

Parker, Thomas & Tucker
Paper Company
535-539 South Franklin Street CHICAGO
Telephone Wabash 2632

A chicken scratches all the harder when worms become scarce

The wise merchant or supplyman advertises all the more when business is hard to find

"Advertising is the Greatest of Salesmen"

—JAMES A. DAVIS
Director Advertisers and Investors
Bureau Chicago Association of Commerce

"Advertising is a Necessary Sales Adjunct"

—H. VAN PETTEN
Treasurer W. E. Wroe & Co.

Ben Franklin Monthly offers the medium

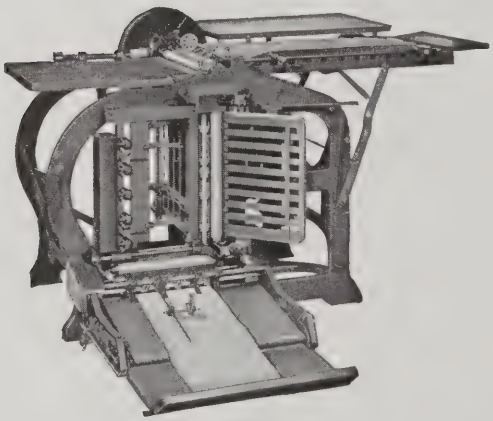
What You May Expect

of

The Model "B" Cleveland Folder

EFFICIENCY ECONOMY
SPEED VERSATILITY
ACCURACY

We have a book that explains why the "CLEVELAND" is the ideal folder. Write for your copy



The CLEVELAND Folding Machine Co.

GENERAL OFFICES AND FACTORY: CLEVELAND

Aeolian Building, New York
The Bourse, Philadelphia
161 Devonshire Street, Boston
532 S. Clark Street, Chicago

The Manufacture and Sale of Cleveland Folding Machines in Canada, Newfoundland, and all Countries in the Eastern Hemisphere is controlled by the Toronto Type Foundry Co., Limited, Toronto, Ont., Canada

Chicago's Trade Customs Show Close Co-operation Existing in Printing Industry

TRADE customs have come to play an important part where printers' profits are concerned, and rightly so. Every business that amounts to anything in our commercial life has its trade customs which work for the betterment of the trade in general.

In Chicago, where plants are grouped according to their size, location and the class of work turned out, each group has its own rules which each member of that particular division is supposed to live up to. The Trade Customs of all groups are co-ordinated so that no conflict can arise and are therefore very similar, the only difference being where a separate class of work is handled.

The trade practices of the Chicago Commercial Group —those doing catalog and publication work—have been printed recently, together with a directory of members, which shows 120 firms belonging to this class.

Those in other cities who have been wondering how Chicago printers have succeeded in making the industry so profitable as a whole, may be interested in these "rules" which are given below:

Trade Customs

Orders: Regularly entered orders cannot be cancelled except upon terms that will compensate the printer against loss.

Experimental Work: Experimental work performed at customer's request or order, such as sketches, drawings, engravings, composition, plates, presswork and materials, will be charged for. Sketches and dummies shall remain property of the printer, and no use of same shall be made, nor idea obtained therefrom be used, except upon compensation to the printer and to be determined by him.

Engravings and Electrotypes: Plates made from original designs or from designs furnished by the customer, and the necessary working electrotypes remain the exclusive property of the printer unless otherwise agreed upon in writing or charged by item on the bill.

Alterations: Proposals are only for work according to the original specification. If through customer's error or change of mind, work has to be done a second or more times, such extra work will carry an additional charge at current rates for the work performed.

Standing Type and Metal: All type matter or metal held standing after completion of the work at customer's order a charge will be made for.

Proofs: Proofs not in excess of two will be submitted with original copy. All proofs and original copy are to be returned after reading by the customer. Corrections, if any, to be made thereon and to be returned marked "O. K. with corrections" and signed by name of person duly authorized to pass on same. No responsibility for errors is assumed if work is printed as per customer's O. K. If revised proof is desired, request must be made when first proof is returned.

Press Proofs: An extra charge will be made for press proofs. Unless customer is present when form is made ready on the press, so that no press time is lost, press standing waiting O. K. of customer will be charged for at current rates for time so consumed.

Handling Paper and Plates: A charge will be made for the handling of all paper stock and plates furnished by the customer.

Anchored Cuts, Soldered or Patched Plates: They are used solely at the risk of the customer, and any necessary repairs or loss of time caused by them shall be paid for by the customer. When customer furnishes engravings or electrotypes, and changes necessary to be made to furnish properly finished work will be charged for.

Inks: If any change in color or quality of ink is ordered by the customer, an additional charge will be made, but customer should be so advised when change is made.

Slipsheeting: An extra charge will be made for slipsheeting.

Inserts and Covers: If jogging, cutting or trimming of inserts or covers furnished be necessary, a charge for this work will be made.

Wastage: When paper stock is furnished by the customer, proper allowance should be made for wastage and a sufficient amount of paper stock be furnished to assure receiving completed work to meet the full requirements of the order.

Delivery: Unless otherwise specified the price quoted is F. O. B. Chicago. All estimates are based on delivery of work as completed in whole or in part, unless specifications distinctly state otherwise. Delivery charge is included in estimate. Any change of destination afterwards will be charged for additional.

Quantities Delivered: A variation of 10% either in excess or deficiency shall constitute an acceptable delivery, the variation to be charged for or deducted.

Cash Expenditures: Customers are expected to furnish cash with order or pay in advance for postage or prepaid express or freight.

Quotations: Estimates are made for immediate acceptance and subject to change without notice. Quotations are based upon present costs of labor and material existing on the date of the estimate. Where the cost of manufacture is increased or decreased before work is completed by reason of change in scales for labor, fluctuations in market prices of material, Government regulations (either Municipal, State or Federal) or other causes beyond our control, the price shall be increased or decreased to correspond. Quotation should call attention to above custom. Estimates given on finished product should state explicitly that they are not to be considered a quotation for the original produced from the manuscript copy.

Terms: Terms are net cash. Interest will be charged on past due accounts. All claims must be made within five days of receipt of goods unless otherwise provided for. Where long term or contract work is performed, 75% of the value of completed work is due and payable as work progresses. The suspension of any work for a period of thirty days will entitle the printer to payment in full for the portion of the work completed.

Customer's Property: It is proper that a charge be made for the rental space occupied by all paper stock, plates, cuts and drawings carried by the printer longer than thirty days. All paper, plates, cuts and drawings are held at customer's risk and the printer assumes no responsibility. If paper stock is furnished by the customer, such paper stock shall be properly packed, free from dirt, grit, torn sheets, bad splices, etc., and of proper quality for printing. The cost of smashes, delays or slow running on account of poor packing or quality is to be charged to the customer. It is understood that all type, plates, cuts, paper or other material belonging to the customer shall remain in the possession of the printer as a lien until all claims of the printer shall be paid.

Agreements: All agreements are made and all orders accepted contingent upon strikes, fires, accidents, acts of transportation companies or subcontractors or market conditions or causes beyond the printer's control.

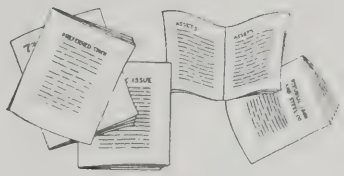
PECO

PERFECT PRINTING PLATES

HALFTONES
ZINC ETCHINGS
COLOR PLATES

Personal Service Idea

PREMIER ENGRAVING COMPANY
605 South Clark Street, Chicago Harrison 8197



MIDLAND COLD PRESSED

Prepared with special consideration for use on financial bulletins, but equally satisfying for a wide range of advertising literature. Make splendid letterheads as well.

Opaque, clear white in color and possessing a rich surface suitable for type and line illustrations and upon which ink dries quickly.

Both Laid and Wove Midland Cold Pressed Writing are carried in Chicago stock.

Phone, write or ask our salesman for illustrated folder.

MIDLAND PAPER CO.
322 W. Washington St.
Telephone Main 142
CHICAGO

Dependable Papers
MIDLAND BRANDS
Midland Paper Co. Chicago

WITH OUR ADVERTISERS

Issues Catalog

A vest pocket catalog of the products of The Challenge Machinery Company, Grand Haven, Mich., has just been issued by that firm. The company did not issue a catalog during the war period, but so many requests have come in during the past year for a condensed and compact description of the company's varied line of machines and utilities for printers, that the firm has gotten out such a catalog, called "Challenge Creations." It should be in the possession of every plant owner and foreman.

Gets Out New Stitcher

The Latham Machinery Company is about ready to put on the market a new light pamphlet stitcher of high speed. It is very simple, having few working parts, but will excel anything so far in use. Two prominent commercial printing plants have already tried out the new stitcher and proved it to be a great success. It will add decidedly to the company's prestige as a progressive house.

Neenah Paper Company Reorganizes

A recent reorganization of the Neenah Paper Company, Neenah, Wis., has resulted in the election of the following officers: J. A. Kimberly, president; J. C. Kimberly, vice-president; W. Z. Stuart, vice-president and general manager; F. J. Sensenbrenner, secretary; D. K. Brown, treasurer; Kimberly Stuart, assistant treasurer; Joe Pirie, manager of sales.

Linograph on Display

The Linograph Company, Davenport, Iowa, has placed a Linograph in the office of the Economy Products Company, 66 West Harrison street, Chicago, where demonstrations are being given.

Operator Hewitt Continues to Speed

History, it seems, again has repeated itself. Exactly one week after A. W. Hewitt, Linotype operator on the *Salt Lake Tribune*, set 2563 lines of nonpareil composition in six hours and thirty-five minutes, he turned out another string of 2587 lines of similar matter in six and one-half hours.

According to a recent article in the *Salt Lake Tribune*, Hewitt's actual time at the keyboard of his Linotype on that occasion did not exceed six hours, in which case his average production was 431 lines an hour.

"These strings," continued the article, "represent the usual day's output of Operator Hewitt. As a rule, no record is kept of his production, as he is largely employed in setting ads and such matter as is not measured, but is paid for as time work at the operator's average speed.

"In the days of hand-set type a good compositor might have set that much in ten days; no one ever set one-sixth as much in the same time. That fact alone indicates the benefit that newspaper readers have derived from the composing machine."

McCutcheon Bros. & Quality, manufacturers of printing and lithographic inks, have opened an office at 400 N. Second street, St. Louis, with L. T. Otternad as manager.

Joseph T. Mackey Honored

Joseph T. Mackey, treasurer of the Mergenthaler Linotype Company, completed the twenty-fifth year of his service with the company on November 6. He had no opportunity to celebrate it, for the celebration

JOSEPH T. MACKEY

was taken out of his hands by his friends, which means everybody in the executive and administrative offices. While a twenty-fifth anniversary in any large organization is naturally an occasion, it was, in this case, seized by his associates as a good excuse for telling him to his face what they had always thought of him behind his back. So about four hundred of them—all fellow employes—gathered in the big dining room on the top of the new matrix building in Brooklyn, and their chosen spokesmen told him with great frankness just what was in their minds. Mr. Mackey was the only one among those present who felt moved to remark that the expressions of esteem and affection were more than he deserved, and his plea in rebuttal was unanimously voted out of order. To prove it, a chest of silver was brought in and presented to him as the joint gift of every man and woman in the office organization. In the evening a dinner was given in the Engineers' Club, where more personal remarks were made to him and about him, accusing him of almost everything but gray hair. Mr. Mackey began business life in the Mergenthaler organization so early in youth that he still has another twenty-five years to go before he can claim venerability. He rose to his present position by progressive promotions, and was elected to the position of treasurer in 1917 after the death of Mr. Warburton, under whom he had served for many years as assistant. The customers of the company who have had occasion to deal with him, will understand from their own experience why his associates admire him as they do.

Annual Stockholders' Meeting of the Mergenthaler Linotype Company

At the annual meeting of stockholders of the Mergenthaler Linotype Company, held November 17 at its new executive offices in Brooklyn, the usual brief, sharply summarized reports were presented. They showed that though the financial and industrial world had been beset by exceedingly abnormal and fluctuating conditions, the year had been most prosperous and satisfactory, and that the demand for Linotypes and matrices was growing continually. The president, Philip T. Dodge, made an interesting survey of the growth of the Linotype from its inception. He referred to the fact that in 1892 there were in existence only 353 Linotypes, and that the number of employes was so modest as to call for a payroll of only $137,263, while at the present time the Brooklyn works employ more than 2,600 men and 600 women with an annual payroll of $4,439,000. The most striking evidence of the truly vast business that has been created for printers by the Linotype is in the fact that large as the factory group in Brooklyn already was, it was found necessary in 1919 to erect an extensive addition in the form of a factory devoted wholly to matrix production. The president's report referring to this building stated that it is believed that the structure is unexcelled by anything of its class in the United States. In this eight-story edifice, seventy feet wide and three hundred feet long, matrices will be produced at the rate of 1,000,000 or more per week in great variety both as to size and style for every known class and kind of printing. The instruments and machine-tools of precision for assuring minute perfection of matrices and of the lines of type cast from the matrices are such that it may be said that the Mergenthaler matrix building is equipped for precision of work such as exists in no other plant in the world in which parts are machined in like quantity. In addition to the enormous output of matrices thus assured, the output of complete Linotypes, which in 1920 had gone far beyond the output of 1919, will be still greater during the year to end November 17, 1921.

Buys Type Metal Business

The Chicago Metal Reduction Company, whose plant is located at 452 Claremont avenue, with downtown offices at 20 West Jackson boulevard, last month took over the type metal department of the Harold M. Pitman Company, 1430-1432 South Rockwell avenue. The machinery and equipment of this department has been moved to the plant of the Chicago Metal Reduction Company. The Harold M. Pitman Company will continue its manufacture of engravers' supplies.

Manufacturing Company Expands

The Chicago Metal Manufacturing Company, manufacturers of steel galley cabinets, has leased the third floor at 216-222 West Ontario street, where the company will be able to take care of constantly increasing business.

Osterlind Printing Press Stock at Par

AT A recent meeting of directors of the Osterlind Printing Press and Manufacturing Company, St. Paul, it was decided to increase the capital stock to $350,000. It will be offered to stockholders at par, at the rate of one share of preferred stock to three shares of common stock. Preferred stock will sell at $85.00 per share, 7% accumulative, common stock at par, $100.00.

Only a limited amount of common stock, 500 shares, and 250 shares of preferred stock will be sold at this time, outside of the present stockholders' allotment. The Osterlind Printing Press and Manufacturing Company has never before offered its stock for sale outside of its own small circle of holders.

It has been rumored for some months that the company was preparing to do some new financing in order to increase its factory capacity, which becomes necessary on account of the new Kluge Automatic Feeder which makes the Osterlind Press one of the fastest job printing presses on the market.

The Baby Automatic Osterlind Cylinder Press will, no doubt, be a welcome member in every pressroom, showing, as it does, a speed of 4,000 impressions per hour. The press is also equipped with an extension pile delivery, stock jogged perfectly. It will print a sheet half royal 12x19 inches and can be stretched to 14x20 inches, type form 11½x18 inches.

This automatic press introduces numerous features heretofore unattempted by printing press manufacturers. The automatic feeder attached at feeding position can be swung away to the right of the press, permitting the pressman to get at the cylinder for make-ready and to lock forms on the press. The extension pile delivery attached is another distinctive feature.

D. N. Mallory will undoubtedly be the general sales manager. "Dave," as everybody connected with the printing industry calls him, has made an enviable reputation as sales manager; his knowledge of the printing business and sales organizaiton fits him for the new position. The temporary Chicago office is at 441 South Dearborn street, and the New York office, 261 Broadway.

A union of "printers' clerks" has been formed in England, according to the *British & Colonial Printer & Stationer*, which states that all clerks and administrative workers in the printing and allied industries are eligible. A membership of over 2,000 is claimed. The purpose of the union is "to improve the status of the clerical workers whose working conditions have not improved in equal ratio with the betterment achieved by the mechanical staffs." It is proposed to set a standard scale for all clerks in the industry.

Schroeder Bros. Company

Electrotypers and Nickeltypers

120-124 W. Polk Street CHICAGO

Special attention is given to making all plates durable

Care is also constantly exercised to have all work absolutely correct

INTELLIGENT SUPERVISION NEVER LACKING

Phone Harrison 6062

You must keep informed on the paper market---

70% of your purchases are for this one commodity ALONE!!!

Ben Franklin Chicago Paper Directory and Price List

just off the press, gives you the prices of all papers carried by 27 Chicago firms, and is the very latest price data available.

If you haven't received a copy, then send for one

Today

Ben Franklin
Publishing Company
508 South Dearborn Street
CHICAGO, ILLINOIS

I Can Satisfy You on

LINOTYPE
MONOTYPE
MAKE-UP

NIGHT AND DAY SERVICE

Call for Representative

Geo. C. Jager

TYPESETTING

CHICAGO ILL.

508 SOUTH DEARBORN STREET. PHONE HARRISON 6008

Making a House Organ Pay Dividends

(Concluded from page 20)

6. And it comes alone—as a private visitor. It isn't sandwiched in with Lydia E. Pinkham, Peruna, bum auto ads and oil promotion schemes. It is not buried in 156 pages of magazine rot. It is not overshadowed by the larger spaces nor deafened by the screams of charlatans. It is accompanied with nothing to distract. In effect, it says, "Here I am again, my good friend, at your leisure we shall have a private and a pleasant interview."

7. Don't expect results too soon. Folks are not breathlessly awaiting your adventure. Begin modestly, truthfully. Tell your business story fairly. Let the first year be educational. After that, after your place has been secured you can, with propriety and perhaps with profit, let down a little on the purely commercial side of your editorial policy. One of the best organs I know is ten years old. Its mailing list changes but little. The same people read it now that read it a decade ago. The first three years were given largely to mild boosting of the business, but now the whole booklet is given to general topics in the editor's charming and inimitable style. The business is referred to only in the most casual manner. This house organ has made its editor almost famous. And, speaking of fame, some house organ editors are famous, e. g., Mike Kinney, Teamster; David Gibson, Thomas Dreier, Robert Ramsey, Elbert Hubbard and many others.

8. One of my friends wrote a book of 360 pages on this subject (Effective House Organs. D. Appleton & Co., New York). I am not emulating him. I realize the space limitations here. I could write 360 pages about what I know about the subject and 360 pages about what I do not know. But, just one more thought, please. Select your mailing list with the utmost care and keep it up to date and, finally, don't try to make your house organ a price list (it can't be done), and don't confuse a house organ with a catalog. That's all.

CONSERVE FLOOR SPACE

and Save Steps

This steel galley cabinet occupies 27x59 inches and holds 600 galleys 5⅜"x24".

Just the Cabinet for the Catalog Department

We Build Storage Cabinets to order that will fill your requirements, conserve floor space, and cost little more than the cumbersome wood goods.

Chicago Metal Mfg. Co.

313 South Clinton Street

NATIONWIDE GROWTH

The remarkable development of the
FRANKLIN PRINTING PRICE LIST
during recent months has proved that it has tremendous potentialities for you, Mr. Printer.

Stop squandering your time and energy!

Banish the old uncertainty and skepticism!

Let the Franklin Printing Price List make your business profitable. It will make profits you are entitled to, but which you probably have not been getting.

Let us tell you how it will do this. *Write!*

PORTE PUBLISHING COMPANY

221 Atlas Block SALT LAKE CITY, UTAH

PHONE MAIN 4757

Simpson, Bevans & Co.

Electrotypers Engravers

322 West Washington Street

CHICAGO

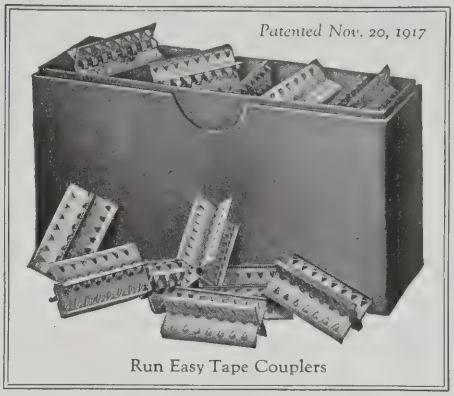
Made Especially for Users of Red-Line Tape

Run Easy Tape Couplers

A POSITIVE mechanical device for securely connecting the ends of tape to prevent wear on the jointed parts. The Run Easy Tape Coupler is the most efficient and dependable device for this purpose. Can be put on in a few seconds by means of Parallel Pliers made for the purpose. Run Easy Metallic Tape Couplers are made in the following sizes, 50 in a box:

⅜ inch ⅝ inch ⅞ inch 1⅛ inch
½ inch ¾ inch 1 inch 1¼ inch

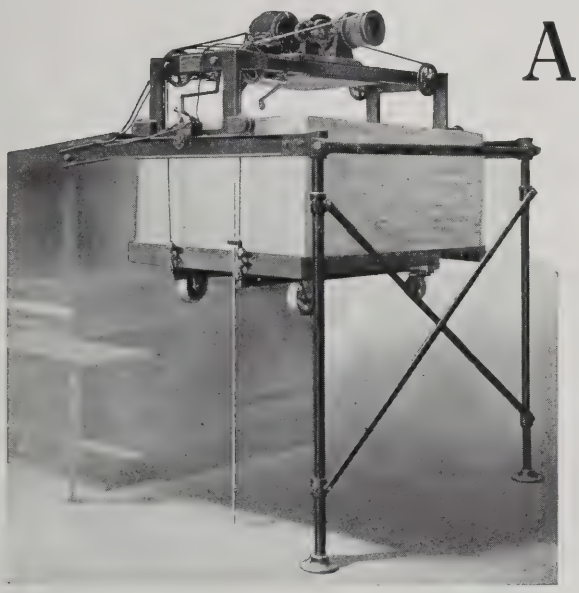
USE SMOOTH-JAW PARALLEL PLIERS FOR BEST RESULTS



Run Easy Tape Couplers

IN STOCK AT ALL SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY



A Day's Run of Stock

Within the Feeder's Reach

Result:
1,000 More Impressions a Day—at Least.
An Increase Worth While.

THE ROUSE PAPER-LIFT

saves the time the pressfeeder ordinarily spends in obtaining new lifts of stock from the floor.

Complete information in booklet, "Rouse Handling vs. Man-Handling," sent free upon request to

H. B. ROUSE & COMPANY

2214 Ward Street, CHICAGO

Home of the

GLOBE

ENGRAVING & ELECTROTYPE COMPANY

DESIGNING
RETOUCHING
HALFTONES
ZINC ETCHINGS
COLOR PLATES
WAX & WOOD ENGRAVINGS
LEAD MOULD
NICKEL-STEEL ELECTROTYPES

701-721 S. DEARBORN ST., CHICAGO

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What Kind of a Risk is Your Plant?

Concluded from page 34

This may not appear to mean very much, but it does mean a great deal. It means that through your efficiency in the operation of your plant, you not only save money by having a low rate, but you save money by keeping at work, good men who otherwise may become disabled through neglect to protect machinery as some operators do.

Your entire force is to be congratulated upon the splendid condition of your plant. YOUR PLANT IS THE FIRST 100% STANDARD RISK ON THE BOOKS OF THE TRAVELERS INSURANCE COMPANY.

With kind personal regards, I remain,

Yours very truly,

(Signed) ED. SHARPE.

The criticism of a partial observer—one who leans toward the opposition as in the case of the insurance company which must of necessity find as much trouble as possible—is criticism that can be taken at its face value. For that reason the Hillison & Etten Company is privileged to pat itself on the back, for it can be taken as an example by those plants where such efficiency and *low insurance rates* do not apply.

If the average plant owner will but take a few minutes off, walk outside of the plant door and then, turning himself into an insurance inspector or prospective customer, walk right back in again with their outside viewpoint, he will be amazed at the many little pointers he will be able to pick up and use to good advantage in increasing the efficiency of his plant. Untouched by love of the "old place" and ready to let the impression of his plant register the same as it does on his customer and his insurance agent, he will gain information worth thousands of dollars. A plant owner usually is like the eye before which a penny is held, unable to see anything, because the fact that the plant is his *own* blinds him to that which is apparent to every one else. Walk through your plant as though you were the appraiser or a prospective buyer of the place. Do not spare any portion of it. Then note down the improvements it is possible to make. Then don't just think of them. *Act!* Mere sizing up of the situation will not increase efficiency, or lower its insurance rate. It takes action on *your* part.

It is this ability to take the outside viewpoint and then act upon its suggestions that has made the Hillison & Etten Company the envied among print shops.

THE "Gene" Turner Guide and the "Gene" Turner Perforator Attachment for Cleveland Folders and 61 other money-saving devices in the Vest-Pocket Catalogue. Write for it.

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are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 6000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dlrs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.

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A System for Keeping Track of Cuts

By John E. Allen

TO KEEP track of cuts that have been used once and then lifted from the forms in the composing room, a system that embraces two subordinate systems is used by a certain large company. Each system is fairly complete in itself, yet each complements the other. One is followed in the business office, and the other is used in the composing room.

In the business office a card index system is used. Each card in the filing cabinet contains the "history" of a certain cut. On one side of a card are leadered spaces following the words "Subject," "Card No.," "Cut No.," "Kind," "Size," "Medium," "Copy From," "Art Work By," "Engraving From," "Ordered For," "Electros From," together with date columns headed "Ordered," "Received," "Date of Bill," "Charge," and "Approved." The opposite side of a card contains columns headed "Sent to," "For," "Date," and "Returned."

The system in use in the composing room is a simple and graphic one. When a cut has been lifted from a form to be placed to one side until required again, a proof of the cut is taken and the proof pasted on a page in a large scrap book. A number greater by one unit than the number marked on the immediately preceding proof is marked on the latest proof to be placed in the book. Then the cut is placed in a drawer of a cut-storage cabinet. On the outer edge of each drawer in the cabinet are listed the inclusive numbers of the cuts contained in the drawer. For instance, if the numbers on the outer edge of a drawer should be 645-670, and it is desired to locate a cut numbered, say, 657, it is pretty safe to assume that the cut, or at least some trace of it, will be found in the drawer just referred to.

When a cut is removed from the drawer of a filing cabinet, a blank slip of paper is filled out with the information as to when the cut is removed and in what job it is to be used.

By following the system in use in the business office, the members of the office staff are enabled to tell at any time just where any certain cut should be; and by following the system in use in the composing room, the members of the mechanical staff are in a position to determine where any desired cut is located.

As was stated at the outset, each of these subordinate systems within a system complements the other. In case a cut is lost track of in the business office, say, because of some error or omission on a card, it is more than likely that reference to the system in use in the composing room will result in the lost cut being speedily located again.

I Can Satisfy You

IF your inks give you trouble, try Grady's. His Chicago made inks will satisfy you.

ROBERT F. GRADY CO.
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in the

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which is now under the complete management of Charles L. Just, whose personal attention will be given the needs of printing plant owners in Chicago and vicinity.

This company is fully equipped to handle your typesetting needs --- *quickly* and *correctly.*

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Think of them NOW! Don't wait until your pressman reports trouble. And when that Roller Problem looms *remember* the largest and best equipped Roller Factory in the West

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Manufacturers of

High Grade Printers' Rollers

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Chicago

Branch Factory: 1297 E. Sixth Street, Cleveland, Ohio

What The Bookbinders Are Doing

Concluded from page 29

to earn as much as he was capable of and that the organ ization should not place any restriction on its members

The joint committee finally agreed that the labor com mittee should present a resolution at the convention ad vocating the continuation of piece-work and work for it adoption, which they did and succeeded in having i passed by the convention.

If the Employing Bookbinders of America accomplis no more during their life than this one act, they wil have materially aided the industry. This incident showe that an organization of this kind has far greater weight i dealing with labor because it speaks for the whole coun try and naturally talks from a broader viewpoint than i would be if it had local conditions only in mind. This i itself should warrant any employer becoming a member

Organization enables individual members to deriv benefits from the knowledge of others. Members are n longer wrapped in their own affairs. They become on of a body. They do their bit to help the organizatio along the road to success, and be it ever so small, in th aggregate it amounts to considerable. When one realize that by being a member of an organization of any kin that he has the benefit of the knowledge of all the mem bers belonging to that organization, one can understan why it is to his personal advantage to be a member.

The Employing Bookbinders of America have grea possibilities. Binders throughout the country shoul avail themselves of its advantages, and there is no doul whatsoever in my mind that they who become member will have many reasons to be thankful as time goes o and its workings are developed.

(Signed) D. S. Brassil.

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Vellum Finish
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LINOTYPE SERVICE and MAKEUP

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PUT these little business getters to work for you. These envelope enclosures are furnished free to printers who carry SYSTEMS BOND.

Pin the coupon below to your letterhead and send to

EASTERN MANUFACTURING COMPANY

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EASTERN MANUFACTURING COMPANY, 501 Fifth Avenue, New York, N.Y.

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Firm Name

Street *City*

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¶ EVERY industry is striving toward the goal of efficiency. The efficient system of non-distribution in composing rooms is a revelation when contrasted with the days of "pick" and "dis" composing rooms.

¶ DO you realize that the cost of distribution is practically one-third of the total cost of composing room time?

¶ THE nearer we approach to the elimination of non-productive hours the lower the cost of productive hours and the greater the profit.

¶ WHEN you have a service plant handling all your machine composition and occasionally helping you out on make-up jobs, and equipping your office with type and material, thereby eliminating distribution, you can rest assured that the cost of your composition is the lowest obtainable.

¶ *WHY send your monotype copy to novices when you can get the best quality and service from experts.*

¶ OUR MR. McCARTHY spent seven years with the Lanston Monotype Machine Company and knows the *why* and *wherefore* of the game.

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Ben Franklin Monthly

Ben Franklin Publishing Company
508 S. Dearborn Street, Chicago, Illinois.

OL. XVIII JANUARY, 1921 No. 4

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NEENAH PAPER COMPANY
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Mergenthaler Linotype
Company

This advertisement, including border ornaments, is composed entirely of Linotype *material*

Ben Franklin Monthly

Published for the Employing Printers of the United States and Canada

Vol. XVIII 20c the copy JANUARY, 1921 $2.00 the year No. 4

THE JANUARY ISSUE CONTAINS

The Master Printer naturally is concerned over his prospects for 1921. He wants to know how much business to expect and whether credit both of his customer and his company will prove satisfactory, what the condition of the paper market will be and general market conditions. He wants to know how to increase his sales. He wants new ideas to sell his customer. To sum up, **he wants to know about everything affecting his business.**

It is the intention of the publishers of **Ben Franklin Monthly** to supply the printers of the country with as much of this information as possible. We believe we can best render service in that way. During 1921 **Ben Franklin Monthly** will carry articles prepared by the best writers in the trade. They will be authoritative and instructive. They will help the printer to a better understanding of his problems and consequently to more profits.

The year 1921 holds much of value for those willing to make an effort along the proper lines. In place of the customary **"Wish"** that 1921 will bring the printers of the United States and Canada a more prosperous year, it is the intention of **Ben Franklin Monthly** to help them make it so. We believe the time for wishing is over. Action is necessary and this publication intends to act.

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READ W. P. CHADWICK'S ARTICLE ON PAGE 22.
HE TELLS YOU THE HOW AND WHY OF SELLING PRINTING

What Leaders Say About 1921

Extracts from statements prepared for Ben Franklin Monthly by big men in industry show true conditions. New Year brings increased opportunities for printing business.

HOW shall we march into the New Year? With hesitant step and backward glances at the fertile fields of 1920? Or with confidence, head high, shoulders back, eyes straight ahead, marching directly toward our objective—an even more prosperous year than the one we have just left?

The printing industry of America is like an army, ever climbing to higher levels of attainment. It must be an army and a well disciplined one if it is to arrive at the threshold of 1922 with confidence and with a full allowance of rations. There can be no regret that the rich year 1920 lies behind. The future lies in the future. It depends entirely on each individual how the army of the American printing industry will rank when inspection is held after the 1921 hike.

There should be no misgivings concerning 1921. There need be none.

Julian Wetzel, of Indianapolis, says: "There is always business for good business men." He hits the nail on the head—strikes the right key. It is true more effort will be required to sell printing during this year than last. It is true that we are now experiencing a buyers' market—in all lines but printing. A buyer's market will prevail in the printing industry, too, unless our "army" is well drilled, able to keep in step and present a solid front to the buyer. Organization and organization lived up to will push the master printer through a period when other industries are facing shut-downs and worse.

The well-trained army prepares its campaigns before going into battle. The printer must do likewise. He will need to *CREATE* business. He always has created it to some degree. He will need to do it to an even greater degree during 1921.

If he will he will find that there is "Business for good business men." All that is needed is a little tightening of the belt, rolled up sleeves, a keen brain and an "I Will" spirit. That isn't the opinion of the writer alone. The keen-sighted leaders in the trade are already preparing for the fray. A few of these leaders have consented to prepare statements for BEN FRANKLIN MONTHLY. They are presented below.

Just one word before we read what they have to say. Remember that organization will test its strength in the next few months. Some individual printers will be so foolish as to cut prices to keep up volume, little realizing that costs must come down before prices. *There can be no doubt that the price of printing will come down.* But lower prices cannot come until labor and overhead have taken the downward trend. If you don't think we are right read the editorial by William J. Eynon, president of the United Typothetae of America, which appears on page 38 of this issue.

Now then:

Business for Good Business Men

By Julian Wetzel
The Keystone Press, Indianapolis

THERE will always be business for good business men. The reconstruction period is a little disconcerting to us now, but it is foolish to think that the country and the printing business are going to the "demnition bow-wows."

Five years of underproduction have left the country in need of everything and the void is not half filled. The depression and the very fact that business must make an effort to *sell* bodes well for our industry. The present trouble seems to be caused by the sudden transition from the *buyer's* to the *seller's* market.

Years of *mere production* to meet insistent demand have dulled our *selling instinct.* We simply have got to get our dander up and commence *selling* our product again.

I have absolutely no misgivings for 1921.

44-Hour Week Out of Question

By Allen Collier
Procter & Collier, Cincinnati

I BELIEVE the year 1921 holds out much for encouragement to the printing industry. Fortunately for this business it is likely to be more prosperous when general business conditions are not so prosperous. During the war most manufacturers were over-sold and increased their plants and their production. They find themselves today with a falling market for raw materials and a decrease in the demand for their products. In other words, it is a buyer's market today instead of a seller's market, as it has been for the last six years.

This means that manufacturers and merchants will have to advertise, and with the increased amount of advertising the coming year, there will be a large increase in the amount of printed matter required to enable these merchants and manufacturers to sell their products.

Labor conditions in the printing industry are going to call for a large amount of discretion and judgment

on the part of printers; wages will have to come down in spite of the increase which will be asked for by organized labor, and printers are facing the forty-four hour week on May 1st. This, under present conditions, cannot be granted. This may mean trouble, or it may not. If organized labor will be sensible and accept conditions as they are without attempting to enforce their demands, there will be no trouble, and this is what is to be hoped for, for the printing trades unions have as large an interest in the success of the employing printers as the employers have themselves, and there must be co-operation and a give and take attitude on the part of both employer and employe.

There is much to be accomplished next year in the organization work of the United Typothetae of America, and the local Typothetaes throughout the country.

Altogether I look for a very prosperous year for the printers, notwithstanding all the discouragement which we are now facing.

Wages Big Question

By E. F. Hamm
President Chicago Franklin-Typothetae

I am rather reluctant to even hazard a guess as to the immediate future of the printing industry. The question viewed from all angles is a most perplexing one.

During the reconstruction period of the immediate future we will probably experience a declining market carrying with it more or less of a recession of price and much keener competition. This condition, however, to my mind, will be only of a short duration, lasting into the summer, after which I am quite optimistic and look for a steady increase in volume with firmer prices until fall, when we shall again be back to normal. As to how we shall weather the storm depends largely on our wage adjustments in February and May.

While our product in some cases is an expense it is at the same time a necessity and we will therefore get back to normal more quickly than most other lines of industry.

May I include the hope that there may be no disappointments.

Prosperity In Store

By E. J. McCarthy
President International Trade Composition Assn.

IN THE past few months I have been reading matter of a pessimistic nature, but after reading the monthly letters of the National Bank of the Republic and the National City Bank of Chicago, which came to my desk this morning, I do not agree with this pessimism, but I believe caution in the matter of purchases for the early part of 1921 is necessary. The deflation which has been taking place in the past few months has not, at this time, reached the bottom. I do believe, however, that by February 1st conditions will have become stabilized and the printing business will see a steady demand for good printing during the remainder of 1921. We needed this jolt to wake us up. We were traveling too fast, and now, in our sober senses, we should arrange to run our own business on a budget basis.

We must know requirements. We must not overbuy. We should keep our mechanical force within reason, watch production carefully and give our customer one hundred cents for every dollar he spends with us.

If we will do this, I am sure that by January 1, 1922, we will find our business in better shape than ever, our bank balance what we have long wished it to be, and our mechanical and sales organization one that cannot be improved upon.

Paper Men Will Aid Printers

By M. E. Crain, Editor
American Paper Merchant

Leading paper merchants of the country are not downcast over recent developments. The seller's market which has prevailed in the printing and paper trades for the past year or two has dulled the keen edge of salesmanship, and tended to make the beneficiaries somewhat slothful. That is why paper men with vision are looking forward to the New Year with eagerness rather than dread.

Present conditions place a premium on the resourcefulness and creative ability of the seller, and tend to wipe the order taker off the map. Paper men believe that only about 50 per cent of the potential printing is being done. The other 50 per cent remains to be obtained, through the combined efforts of paper merchants and printers. Don't go to the advertiser with a piece of paper or printing; go to him with an idea. That is the slogan of the best paper merchants for 1921.

Manufacturers of the United States are going after business in 1921—particularly foreign business. Promotion work must be done, and promotion means printing and paper. What are the printers of the country doing to *help* the manufacturer who has his eyes fixed on Mexico, South America and Europe? Paper merchants are ready with ideas, and they want to collaborate with the printer to sell these ideas to big advertisers.

Conditions at home need cause the printer no loss of sleep. The United States is still worth a small bet, and its manufacturers are not going to quit cold because there is some work in sight. These same manufacturers had sons in the A. E. F.

Payrolls cannot be met with honeyed words, but paper men are not disrupting their organizations because of a temporary slump in business. On the contrary, they are perfecting those organizations for the fight that is ahead —the kind of fight that every American likes. They believe that printers should do likewise.

Add A Step

By Ben C. Pittsford
Chairman Ad-Setters Group, Chicago

REMEMBER the old story in the history book of the Spartan mother who answered her son when he complained that his sword was too short? Her reply has come down to us through the ages: "Add a step, my son."

We, in a time that has long since seen the passage of that old city state, can apply with profit that ancient lesson to our modern affairs. We complain of hard times and are wont to give way to discouragement at the slightest turn of affairs or when opposition stiffens. Opposition should beget strength and obstacles are to be overcome by added vigor.

The Advertising Composition Group of the Chicago Franklin-Typothetae, imbued with the spirit of optimism and with a keen realization that a falling market must be met with booster sales efforts, have faced their problem and their busy work shops, yes, busy to the point of overflowing in a time of supposed business depression, stand as a justification of their optimism and their progressiveness.

Times were, when advertisers, overwhelmed with orders, invested large sums in prestige-building advertising through the medium of space in publications, paying scant attention to selling copy. But now, facing cancellations, they are looking to reap the benefit of their prestige-building advertising and this is to be accomplished

Concluded on page 46

Bringing Home the Bacon

Creative Selling is Order of the Day. How Printers and Their Salesmen Can Profit Through Proper Sales Methods*

By W. P. CHADWICK, Director of Sales, Express Printing Company, Connersville, Indiana

IN "CREATIVE SELLING" the power of suggestion is the main lever. When the Lord created us he gave us eyes and ears. The first attribute of good salesmanship is the diligent use of these two important senses. For instance, when I walk into a prospective customer's office I look and listen. Often there is a piece of printed matter on his desk. I pick it up and immediately launch out on the subject of catalogs, direct advertising campaigns and other topics printorial. It is my assumption that he is interested in the piece of printed matter that he has thought important enough to keep on his desk. It becomes an entering wedge in my selling talk. I never criticise it because such criticism is not constructive. It's dollars to doughnuts that the conversation started over a letterhead, folder or booklet, will bring about a satisfactory interview, either in regard to what the customer has done, is doing or intends to do.

Salesmen Become Machines

Many salesmen have degenerated into machines. They are order takers and nothing else. The knowledge of salesmanship is lost through disuse. The customer cares not so much about how many lines of type it takes to fill a page or whether it is going to be set in twelve point or ninety-eight point, but he does want to know whether or not the printing you sell him is going to bring in returns. A fellow who is selling printed matter of any kind is rendering a service with which no other can be compared. When you can convince your customer of that you will find that estimates will not be necessary. The element of price will not enter.

My house does not estimate. Of course, I don't mean that you can sell printing day after day and not give a figure on it, because that is impossible. But don't estimate. Sell your product on a cost-plus basis. That is the only way to sell printing and the sooner salesmen learn that fact the sooner the printing craft will be respected. Get down to earth and realize that it injures the industry to imagine your plant will turn out 1,000 impressions an hour when you have quoted on 750, or 750 impressions when you have estimated on 1,200.

A piece of printed matter, notwithstanding type, ink and paper, the brains, the ingenuity, the initiative put into it, has no value but the service it renders. This is the essence of salesmanship. The real salesman goes into his customer's office with his head high. He is confident that he is going to render his prospect a service. He is going to sell printing that will aid his customer's business. The real salesman of printing does not sell paper and ink and type. He sells a service that he knows will mean more business for the buyer. However, the other class of salesman—all too common—drops into an office, asks, "Want any printing today?" and then, when the customer says "No," moves on to the next office. He is like a hungry dog looking for a bone. When he doesn't find it in one back yard he keeps going to the next until he comes across one. But he is only one of many dogs that have passed that way and there is no meat left.

Another thing to remember is that it isn't the number of customers you call on in a day, but the amount of printing you *sell* that counts. If I had a man working for me who called on twenty prospects in one day I would fire him. Give me the salesman who calls on one prospect and sees him thoroughly rather than the one who is a "ground coverer."

It doesn't depend on the number of prospects you call on, as I said in the preceding paragraph. This is equally true with one's mailing list. I was asked some time ago how many names I had on my list. I replied that I had 135 but was considering checking off fifty. I was called crazy; that a firm the size of ours should have a mailing list of at least 3,000. I replied that if we did intensive selling on the lesser number we would not have to hunt to keep our job presses busy and our entire plant would be on a paying basis. How nearly right I was is proven by the fact that with a monthly business of $25,000 our books do not show even a shaky account and it is not necessary to check off 3 per cent each year for bad debts.

Mr. Chadwick Says:

"If I had a salesman working for me who called on twenty prospects in one day I would fire him."

"Get acquainted with your business men. Be a Rotarian, a Kiwanian, join Your Chamber of Commerce."

"Most salesmen are like a hungry dog looking for a bone. If the dog doesn't find it in one backyard he goes to the next. When he does find a bone he is only one of many dogs that have passed that way and there's no meat left."

"If I didn't have a dollar's worth of work in my house and a fellow came to me and laid down a $5,000 job and wanted it in two weeks, I would make that customer believe I was doing him a favor by taking his work."

"If you can't handle a job, don't take it and farm it out. Be big enough to tell him you can't handle it."

"Two heads are better than one for a barrel. The more heads you have on a printing problem the more resultful will be your selling."

A Few Words to the Wise

Some practical pointers for the printing salesman, as I have discovered them, is first to carry plenty of second sheets with you. How few salesmen do this! And how important it is! For instance, I had occasion to call on a man the other day, who showed me a dummy for a job he wanted. He went on to extol the virtues of his cover, how well the layout appeared to him, and other points. Out came my second sheets, and while he talked I roughly sketched a new layout. When he finished his oration, I told him his layout was aesthetic and pretty, but it wasn't practical. Then I showed him my own idea of how the layout should be made—and I sold him! While I can't draw a straight line, I have nevertheless closed many a satisfactory deal through sketches on my second sheets showing headings, marked cuts and type.

Club affiliations are another important factor in selling printing, not only because of the friendships you make, but because you learn the buyer's side of the question. The great trouble with members of the printing craft in general is that they do not mix in community

**From an Address before Graphic Arts Salesmen's Club of Cincinnati*

interests of the city or town in which they are located. Be a Rotarian; be a Kiwanian; belong to your Chamber of Commerce. Attend the meetings regularly. Get acquainted with your business men and be friends with them. Let them know you are interested in the same live questions of the day they are interested in. It won't be long before you will change your opinion of the buyer and he of you. When he knows you as man to man and not as salesman to customer, he will call you up when he needs printing. I know, for I've proved it.

This brings us to the question of the grouch. You have heard fellows say, and have said it yourself, "This man is a grouch. The best salesman in the country couldn't sell him printing." The fault lies largely with the salesman himself. Maybe the other fellow isn't the grouch you think he is. Perhaps, if you will look yourself over, you will find the fault is your own. Be cheerful and, if it is possible at all, radiate sunshine, and see how long it takes Mr. Customer to thaw out. Watch your personal appearance and your mental condition. The salesman can ill afford to be slatternly, evasive, slipshod or hypocritical. He cannot afford to shirk or pretend.

Your Source of Ideas

One of the best sources of ideas is the trade papers, such as *Printers' Ink Monthly, The Inland Printer, The American Printer* and BEN FRANKLIN MONTHLY. When so few salesmen read any of these; so few belong to clubs; so few take an interest in community affairs, how in the world can they be classed as creators of anything?

At this particular time, we hear a great deal about hard times. Salesmen tell me that as I meet them throughout the country. How foolish! The years through which we have just gone have undoubtedly softened us from the selling angle. We walked on velvet and slept on velvet. What a different picture today! I have talked to a number of printers recently, all of whom have had the same story: "What's going to happen to us? Business has gone to pot. Look at our idle presses and idle workmen." They are not only telling me this, but they are telling it to the fellow they expect to sell tomorrow.

If I didn't have a dollar's worth of work in my plant and a fellow came to me and laid down a $5,000 job, and said he wanted it in the next two weeks, I would make that man believe I was doing him a favor by taking his work. The busy customer who wants printing matter today is patronizing the busy printer.

Don't let anybody call you names. If a man calls me a robber I call him a damphule, and I don't waste any words about it. The printing craft at large is not respected because it has never demanded the same consideration other businesses have. We have let Tom Smith and Bill Jones come into our plant and tell us what they wanted, how they wanted it, and then, to cap the climax, how much they would pay. We have never stood up and demanded respect as manufacturers, let alone as men. The product we handle is first sold and then made to order. The customer usually has no more idea of what he wants than does a Zambesian heifer. It is our task to take nothing, and with a combination of experience and brains, create something that enables the customer to clothe himself and family, live in good style and put money in the bank, while only 3 per cent of the printers of the country ever get a satisfactory rating from Dun's and Bradstreet's.

Don't Take Work to Farm Out

If you can't handle a job don't take it to farm out. Be big enough to tell your customer you can't handle it. Don't take a job just because you think it will please the boss, for more often than not it will cause your firm a loss of prestige and more trouble than it is worth.

Some time ago we took some work to farm out. Of course, it came back all wrong, and I have never yet known farmed-out-work that did not prove unsatisfactory to the farmer and the consumer. Recently a man offered me 150,000 letterheads and envelopes. I told him: "Mr. Jenkins, if I print those for you I'll have to do it for nothing, because you wouldn't pay my price." Mr. Jenkins looked at me in surprise. "Mr. Chadwick," he said, "I thought you were a printer." "We are, but our product is catalogs and creative printed matter. If I were you I would send that to the So-and-So Company." Do you think our firm lost anything by it? Not a bit.

Personal Equation All Important

Before I close let me again impress upon you the importance of getting acquainted with the business men of your community. Let them know that you have some ideas; that you are a real flesh-and-bone human being. Join the clubs of your community. And above all, when selling a customer, don't think of him as a shovel manufacturer or a manufacturer of nails, but as some one who is rendering a service to millions of shovel or nail users. Then you will get the same idea into your product: it is to spread the gospel of the shovel or the nail; to prove it something that is able to render the user service, that you are selling the shovel maker and the nail maker printing. Get the same idea when selling a dodger as when selling an expensive broadside. The dodger may mean a service to a poor family that will save the price of another loaf of bread. Get the idea? If you and your fellow-salesmen do, then we may be able to raise the standards of printing salesmanship to the same level as salesmanship in other lines. How few salesmen of printing receive $10,000 a year! Yet, if you were selling real estate, stocks or bonds, or any of a multitude of other things, your salary would more than likely equal that figure. Surely, the printing salesman who is fully qualified to guide the destiny of the average business firm, as he so often does, is entitled to like consideration, but it is entirely up to the salesman. If he is equipped and qualified to demand the larger salary he will get it. Try it and see if I'm not right.

New England Condemns 44-Hour Week

NEW ENGLAND master printers met in Boston, December 11, for an all-day conference on the 44-hour week. The result was the following resolution:

Whereas, There has come before this conference of New England printers for discussion, the question of a reduction of hours in the work week in the printing business, to take effect May 1, 1921, and

Whereas, We deem ourselves responsible to act in all matters affecting our industry, in such thoughtful and reasonable way as will be in the best interests of all connected therewith, be it

Resolved, That we, the employing printers of New England, in conference assembled this 11th day of December, 1920, state unequivocally our disapproval of any reduction in the present working hours, and recommend that all printers in New England resist any attempt to enforce such a reduction, except where such reduction has already been agreed to by contract.

Speakers at the meeting were Benjamin P. Moulton, of Providence, chairman of the New England division of the U. T. A.; Dr. Frederick W. Hamilton; George E. Finlay; John R. Demerest, of New Haven; Paul A. Palm, of Brockton; Professor J. Hugh Jackson, of Harvard; William J. Eynon, president U. T. A.; George A. Galliver, president American Writing Paper Company; Henry P. Porter, Boston; J. Linton Engle, vice-president U. T. A.; Edward T. Miller, secretary U. T. A., and William Green, New York.

Do You Read For Profit?

By Dr. NORRIS A. BRISCO

Director of New York University Training School for Teachers of Retail Selling; Formerly Director of School of Commerce of Iowa State University; Author of "Economics of Business", "Economics of Efficiency", "Fundamentals of Salesmanship", "Retail Salesmanship", "Source Book in Retail Salesmanship".

(Copyright 1921 by J. K. Novins)

DOES the average printer ever try to find out just how much his trade paper and a good business book will add to his profit? Very often he will say, "Oh, well, I can't bother reading a lot of trade papers and a library full of business books. Actual experience is the thing that counts with me. Give me the hard practice and throw the theory out of the window."

DR. NORRIS A. BRISCO

There is where the printer is wrong. As yet he has not learned to realize the real money value of a business magazine and a good business book.

Fortunately enough, however, many progressive printers have learned the value of good business magazines and books and are able to show extra profits, as a direct result of their mental enterprise.

I know a man who is the head of a large printing plant, in fact, one of the largest in the United States. For the past ten years he has devoted all of his time building up his vast business and he is responsible for the inauguration of a number of manufacturing and selling schemes that have found wide application.

Now, imagine this man extending you an invitation to come to his private office, where, perhaps, he should devote an hour of his valuable time relating his business experience and showing how some of his brilliant merchandising ideas could be used to your own advantage.

Imagine this man saying to you, "Now you can go back to your own place of business and try out some, or at least one, of my ideas."

Would you regard that printer as "handing you" a lot of worthless theory?

Of course not.

And now, suppose, instead, the printer spent an hour of his time dictating an article relating in painstaking detail one or more of his profitable business boosting ideas, in which he points out how you could adapt any one of these ideas to your own advantage.

And suppose, again, the printer spent several months of his time getting together two or three hundred pages of data concerning his successful business methods, methods that had brought millions of dollars during the years of his active business experience, and these two or three hundred pages finally appeared in book form.

Would you refuse to read the magazine article and the book written by that eminently successful printer? Would you say, "I can't bother reading a lot of books and trade papers"?

You might as well have said, "It doesn't make much difference to me if that successful printer takes the trouble to run down to my place of business to show me how to increase my sales and production a hundred per cent."

Yet, it is surprising indeed how lightly some printers regard trade papers, or the books that relate to their particular business. Even those who read are inclined to read carelessly and without extra mental effort. You might skim over the contents of the current number of your trade paper, or you might read a page here and there in some business book, but that does not mean that you are absorbing the best that these publications are intended to give you.

The printer should realize that each time he passes up a good idea in some book or trade paper he makes room for some active and brainy competitor who profits from that very idea.

I have on my desk the current number of a representative trade paper. There is a practicable, money-making idea in every paragraph. It is a veritable mine of valuable ideas, from which the printer can make his choice.

A printer need not spend more than 30 minutes a day in reading, supplementing this half hour with an hour of clear, solid thinking, in order to accumulate sufficient selling ideas to enable him to compete with his strongest competitors.

A half hour spent in reading is not a great deal, but multiplied by 365 days it means an accumulation of business knowledge that will ultimately materialize into hard dollars and cents.

I never could quite understand why the average printer should so thoughtlessly neglect the reading of trade papers and business books. With new forms of competition becoming evident every day, with new trade conditions springing up overnight, it is absolutely essential for the printer to be equipped with a reservoir of ideas which he can call to his command during any emergency.

Trade magazines and books go hand in hand. A trade magazine contains numerous ideas, each treated more or less briefly. The purpose of such articles is to make the reader think. A book serves a slightly different purpose. It generally consists of a hundred or more pages devoted entirely to the explanation of a single idea, or to a certain phase of business development, treated in a thorough and comprehensive manner.

I have before me a volume prepared by a prominent advertising man. For a good many years the author served as production manager of one of the largest plants in the country. You will find his name on the table of contents of the best trade publications.

I open the book at random. Here is a chapter devoted to ideas for the service printer. Five pages packed full of interesting information on increasing sales. Read the chapter, and the next time you take up your trade paper you will be able to digest better some item relating how some printer increased his sales.

Another chapter, "Advertising Your Own Business," and another, "Pick Out the Best Selling Points of Your Customer's Product," and follows a discussion on how to create interest in *your* product through interest in the customer's. And all based on the actual experiences of some of the highest paid idea men in the country.

Thirty minutes spent in reading each day might mean a lifetime of prosperity.

Two Printers I Know

By ROLLIN C. AYRES

IN MY circle of acquaintances are two printers. Each thoroughly undersands the printing business. Their ways of working are very different, however. One busies himself in the shop all day long at top speed checking in stock, running the cutter, wrapping up packages, answering the telephone, figuring estimates and making himself generally useful around the place. Ring him up and ask him to go to lunch, and he admits that he would like to, but is too busy. He is always too busy to go out with another man, sit down and lunch quietly and talk over business for the purpose of freshening his mind and getting out of the rut.

He goes home at night tired and cross. He tries to read one of the journals devoted to the printing art, but his mind reverts to the shop. There are so many things he forgot to do today, and then he turns over and over in his weary brain the things he is going to do tomorrow. His family derives little enjoyment out of his company. He is in a rut, surely, and as Hugh Chalmers once said: "There is little difference between a rut and a grave—only one is deeper than the other." My friend gets little "kick" out of life. Talk to him about changing his ways and he will agree with you, but for the life of him he can't change. He makes money but he could make more.

He is not an organizer. He is always afraid to leave work to others and make them responsible for it. He must see everything in the shop. He is fearful that some one else will cut the stock wrong. He has to put the address label on outgoing jobs. The delivery boy might make an error. He putters around doing work that should be left to others, people fully capable of handling it. True, indeed, he does two men's work and a boy's, too, for that matter, but he is wearing himself out and preventing himself from making more money. He is a good salesman, but he rarely gives this faculty a chance, and I guess he never will.

My other friend is a business man as well as master printer. He goes out and sells. He attends club meetings. He is ever on the alert to extend his circle of acquaintances. He employs a first-class foreman; gives him an interest in the profits. He keeps in close touch with the production end of his business, knows how every job is progressing, orders the paper stock, visits the shop quite often during the day and has his finger on the pulse of his concern all the time. Invite him to lunch, and unless he has an engagement with some customer or prospect, he takes you on eagerly. He will discuss the questions of the day, but he prefers to talk about selling, to analyze sales promotion ideas and exchange thoughts on direct mail advertising. He yearns for information, grasps points quickly and stores them away along with his fund of information on the printing business.

He works hard mentally, but he is still "young" in the evening. He pores over the printing journals and the advertising publications. Sometimes he draws up dummies and evolves ideas to help him sell some customer by suggesting a printing job to him rather than waiting until the customer sends for him.

He takes recreation, enjoys his family, goes to the picture shows with the kiddies and occasionally to a social function with the wife. He gets a real "kick" out of life, and he is making money.

Once I mentioned to him the printer friend who is submerged with details, and he replied, "I never do work in my shop that I can hire done by some one who can do it right. I want all my energy for planning how to increase the sales in my business.

And I guess he is right.

A Problem in Conduct

BEN FRANKLIN MONTHLY will give ten dollars to the printer sending in the best answer to give to the two persistent damsels pictured below. The answer should not be more than fifty words in length. The winner will be announced in the February issue of BEN FRANKLIN MONTHLY.

—Courtesy Welch-Haffner Printing Co., Denver.

Donating Mr. Imposing Stone, amiable printshop proprietor, is approached by Mrs. Pesst (on right) and Miss Gushing, both of whom know Mr. Stone's wife well, having met her once at the minister's. Mr. Stone is being asked to print a program free ("because it won't cost him anything, he being in the printing business") for the Social, and take a $10 ad besides. If Mrs. Pesst doesn't get him on the proposition, Miss Gushing will, perhaps.

Truck Driving *vs.* Apprentice Training*

Detroit overcomes competition of $5.50 a day offers from factories and enlists right sort of boys for training

By W. C. RICHARDS

DETROIT printers suffered for a long time from astigmatism so far as the apprentice question was concerned. Some were completely blind to it. In other cases only one eye was weak, but with only one eye good they were unable to see the writing on the wall. The reason was largely because the letters were indistinct, and they were indistinct because the motor industry then had not challenged the dollar ambitions of youth as it does today.

The idea had not gained prevalence then—"then" meaning about two years ago—that punching a clock in an automobile plant was a short cut to riches, even for the inexperienced. Henry Ford's minimum wage of $5 a day was the first awakening jolt. It was an economic jar, generally, for that matter. Big Business as a whole didn't give Mr. Ford a commendatory pat on the back and say, "Atta boy, Henry."

The printing business used to get apprentices for $10 to $12 a week. There was only one choice in the Detroit boy's mind when the big factories, pressed for labor and willing to take anyone with fingers, began to pay 16-year-old Tommy 70 cents an hour for assorting pints and quarts in a bottling works and 17-year-old and equally inexperienced Johnny $5.50 as second assistant truck-driver.

Some one went out and got a pair of high-powered glasses for the printing industry. The awakening occurred in April, when the necessity for strenuous activity in training apprentices for the future inspired the Typothetae-Franklin Association of Detroit to action. It called on its educational committee to do something—something real—and "make it snappy!" It conferred with Frank Cody, superintendent of Detroit schools. He and the committee drew up and offered for the endorsement of printers the following program:

Registration—

All apprentices now employed by members are to be registered at headquarters, as well as all new apprentices coming into the industry.

Employment—

Apprentices are to be employed either through the association, or, if employed direct, a registration card must be filed at headquarters.

Wages—

Uniformity of wages to avoid discontent between employers and apprentices was deemed necessary. "Until some better method is evolved, the boys will be started at one-third of the prevailing wages of journeymen in each trade. This wage will be increased at six-month intervals over a period of four or five years, until in the last six months' period the apprentice is earning 90 per cent of the prevailing wage for journeymen in each trade."

Credits—

For education and efficiency, credits will be allowed, these credits being given in six months units, and consequently will make possible increased wages. Education credits will be given for a term of school work in Cass Technical High School, in the high school and for continuation work. Efficiency credits will be given on special request of apprentices or employers only after hearing by the education committee.

Hearings—

At stated intervals the educational committee will hear employers or apprentices in cases of complaints, requests for credits, etc.

Rotation—

If, in the opinion of the committee, the apprentice is not being broadly trained as an all-around workman, he may be rotated to another shop or shops, so that his training may be thorough.

At the same time the Board of Education decided to quadruple the space occupied in Cass Technical High School by the printing department. An additional appropriation of $14,000 was obtained to increase the equipment of the school, the fund to be disbursed with the advice of a committee of practical printers consisting of George K. Hebb, president of the Typothetae-Franklin Association of Detroit; Edward N. Hines and Thomas P. Henry.

In addition to C. N. Walker, the teacher then in charge, it was voted to employ a practical compositor and a practical pressman. As *Typos*, the official publication of the Detroit association, commented at the time: "It is conceded that the printers have not availed themselves of the excellent weapon in hand in the form of this school, and now that it is to be greatly improved, it will be simply folly if advantage is not taken of it henceforth."

What happened? The association started to get somewhere and keep the broad program from becoming an empty bubble. Everything couldn't be done at once. Some angles of the problem have not been attacked yet. Detroit has a considerably more complex problem than other cities because of the unparalleled market for unskilled labor.

Speakers appeared before all June graduating classes to sell them on printing as a profession and to point out the steadiness of employment. The worker's per diem pay in certain other lines might seem more, it was acknowledged, but the regularity of employment in the printing trades made up in the long run for other businesses of higher pay but periodical layoffs.

All boys interested were given cards to fill in, stating their names, addresses and ambitions. Argumentative literature was mailed to the boy and there was a personal follow-up of prospects thus obtained and of parents and guardians of the graduates.

The campaign was directed to get the boys in the technical high school, where possible, but if it was necessary for the boys to begin to earn immediately, to get them into the shops direct. As a result, 45 boys were put direct into the shops in one bunch and several more were placed in the technical school class.

Twenty-two thousands dollars in equipment is now in operation at Cass Tech. A practical compositor and a practical pressman have been engaged to assist the head of the department. Under them are 123 boys at this moment learning the printing arts. The influx of eager embryo Ben Franklins was larger even than the campaign promoters hoped for. It was so encouraging that the same oratorical effort of last June will be repeated this

* Second of a series of articles on how various cities solve apprenticeship problem.

month (January) upon the graduation of mid-winter classes.

Registration and rotation will come ultimately. The whole plan is to be handled by the educational committee of the Typothetae-Franklin Association and not by the employers. All apprentices will be registered. The establishment of a scale—or wages, for Detroit is regarded as an open-shop city—will take time because of the present variation of the apprentice boy's pay from nothing up. It will take time to put them on a parity, it is admitted, and arrive at the stage where youngsters in one shop will not be underpaid and in another shop overpaid.

The scheme, it is expected, will work out something like this:

If the potential apprentice has completed two years in high school studies, technical institute or in continuation work, he automatically will be given six months' credit on his apprenticeship. If he has completed four years' work in any one of the three branches, he will receive a year's credit in his Typothetae rating. This is done simply because he is worth more because his brains are better than some unschooled competitor.

Under the efficiency rating plan, if the boy thinks he is worth more money than his employer is paying him, the educational committee of the Typothetae-Franklin Association will sit as tribunal to weigh the claims. The committee is empowered to send an experienced representative to the plant where the boy is employed to see if his claims are justified or not. If they are, the committee has power to recommend an increase, and members of the association pledge themselves to abide by the committee's ruling.

The wage agreement provides a raise every six months for apprentices, or, as previously shown in the association's program, "one-third of the present prevailing wage of journeymen to start, and raises every six months for four or five years until in the last six months' period the apprentice is earning 90 per cent of the prevailing wage for journeymen in each trade."

It has been figured out by a zealous bug at arithmetic that a steady-working apprentice will earn $796 more in four years than the intermittently-working $5.50 a day truck-driver in the same period. And while there is something concrete about a business future at the case, the future of a truck-driver, we may suggest and you may concur in, is highly problematical.

Whitmire Resigns as Secretary

LAST minute news for the month of December contained one story of considerable interest to the typesetting and printing fraternity of Chicago. It concerned the Kerr-Whitmire Typesetting Company, 732 Sherman street, and had to do with the resignation of Graves Whitmire as treasurer, which came about December 28, when Mr. Whitmire sold his interest in the firm to A. C. Kerr, president of the company. The firm was reorganized almost a year ago, when Mr. Whitmire left the Standard Typesetting Company to join the Kerr Typesetting Company, then located at 621 Plymouth court. The firm of Kerr-Whitmire resulted. The plant was then moved to 732 Sherman street, where much additional equipment was added until today the plant ranks as one of the largest plants in the city. Due to the untiring efforts of both Mr. Whitmire and Mr. Kerr, the plant has come to hold first place among quality plants of the city.

Mr. Whitmire left December 30 with Mrs. Whitmire for Jacksonville, Florida, where they will remain for two weeks before returning to Chicago, when Mr. Whitmire will again re-enter the typesetting business.

Law Printers to Meet in Conference in Chicago

COMPLETING the preliminary survey of the law printing industry has been a difficult task. It has been completed, however, and the data obtained from the various questionnaires sent out by the Law Printers' Division of the U. T. A., is being analyzed, and will be ready for presentation at the meeting of the executive committee of the division. This meeting is to be held at the Old Colony Club, Hotel LaSalle, Chicago, at 10 o'clock, on the morning of Monday, January 10.

GRACE M. RILEY
Vice-Chairman Law Printers' Division of U. T. A.

Theodore Hawkins, chairman of the Law Printers' Division, has sent invitations to all law printing concerns in the country to send representatives to sit in conference with the executive committee when it meets. The condition of the law printing industry, as shown by the answers to the questionnaires, indicates that a considerable amount of work will be necessary to standardize and stabilize it, and the advice and assistance of all those interested is needed.

The executive committee of the Law Printers' Division during its meeting will formulate a plan of action to be pursued by the organization during the coming year. President Hawkins would like to have it understood that all law printers—members of the U. T. A. and otherwise—are invited and urged to attend the coming conference at Chicago.

Secretary-Managers to Meet

THE Printing-Trades Secretary-Managers' Association will meet in Nashville, Tenn., January 24 and 25. The program committee is composed of Franklin W. Heath, Philadelphia, chairman; Henry M. Ellis, New Orleans; R. W. Van Valer, St. Louis; John C. Hill, Baltimore, and John F. Crow, Toledo.

It needs just the right type of man to run a printing office and make a good impression upon patrons.

An artistic eye, a tactful tongue, a courteous manner; who needs these virtues more than does the printerman?

Does A Bonus System Pay?

Investigation of 138 Printing Plants having Profit Sharing, Bonus or Related Schemes in Operation, shows some Interesting Results.

By F. E. WOLFE
Department of Industrial Relations United Typothetae of America

THE question whether or not the plant owner can trace any results from a bonus or profit-sharing system, either in the way of less labor turnover or increased efficiency, has been one of deep interest, not only to the economist and student of industrial problems, but to the master printer, as a representative progressive employer, as well. If these results do come about in sufficient degree to bring the employer a return on the money it costs him, then it is fair to assume that every live employer would be willing to adopt some such plan. Whether it does or not has always remained a much-clouded question.

If increased returns result from profit-sharing, then which particular plan is the best? How can it be operated successfully? How have others used it? What success have they had? *Does it pay?*

It was to clear up a portion at least of this mystery surrounding the value of the bonus, profit-sharing and related schemes that the Industrial Relations Department of the United Typothetae recently undertook a thorough investigation of facts in 138 Chicago plants having such schemes in operation. The investigator cannot draw conclusions, except they be based on the facts as he discovers them. What follows is a report of facts resulting from conferences held with employers and managers, and their representatives, in 138 firms, and, where desirable, visits through the mechanical departments of these plants. It is quite probable that a greater number of schemes were identified within these plants than could be found in any other equal number of plants chosen from the hundreds in the city, because, by special inquiry, effort was made to visit those concerns known either to be operating or interested in such schemes. All sizes and conditions of plants, whether union, open or non-union, and ranking from one-man establishments to large-scale concerns with one or two thousand employes are represented. It is thought, therefore, that the results disclosed reflect true conditions.

TABLE: Number of profit-sharing, task and bonus, and related schemes of 138 Chicago printing plants.[1]

Plants covered	138
Plants in which straight wage relationship prevails	94
Existing profit-sharing schemes	2
Abandoned profit-sharing schemes	3
Existing "limited profit-sharing" schemes	3
Abandoned "limited profit-sharing" schemes	1
Existing cash bonus schemes	28
Abandoned cash bonus schemes	2
Existing stock subscription schemes	3
Abandoned stock subscription schemes	2
Existing task and bonus schemes	7
Abandoned task and bonus schemes	1
Group insurance schemes	8
Sickness benefit schemes	2
Joint informal group meetings (beginning)	2

Definition of Terms

The essential features of various forms of profit-sharing have been concisely outlined by Dr. Boris Emmett in a study for the United States Bureau of Labor Statistics,[2] as follows:

I. Profit-sharing—
1. Amount to be distributed varies with and depends upon the net profit of the enterprise, or upon the amount of dividends paid to stockholders.
2. Proportion of profits to be distributed is definitely determined in advance.
3. Benefits of the plan extended to at least one-third of the total employed, and including employes in occupations other than executive and clerical.
4. Method of determining individual shares is known, at least in a general way to the participating employes.

II. Limited profit-sharing—
1. Same as (1) in profit-sharing.
2. Same as (2) in profit-sharing.
3. Benefits of the plan limited to less than one-third of the total employed, and excluding employes other than executive or clerical.

I. Control of Profit-Sharing Schemes

The five schemes of profit-sharing investigated originated through the initiative of the employers, and have been wholly controlled by them. The proportion of divisible profits to be distributed among employes, the conditions of eligibility for an employe to share in profits, and conditions of forfeiture of an employe's rights to a share, the basis of computing the individual employe's bonus, and the alteration or termination of the plan before or at the end of any period rest entirely in the hands of the management.

The main conditions of eligibility for participation under the five schemes considered is continuous service with the employing company for a specified length of time. The minimum of continuous service varies from a maximum of one year downward. The employes are in no case required to file a written application or assume any direct obligation in order to participate.

Of 675 employes engaged in the five plants, 436, or 64.5 per cent were eligible to participate in the distributed profits. In Plants Nos. 3, 4 and 5 all employes were eligible to participate. In Plant No. 1 all piece workers were excluded from the profit-sharing, and in Plant No. 2, where the scheme is being abandoned, only the eleven original participants out of one hundred employes are continued.

In 1919 three of the five plants distributed a total of approximately $25,000 among 386 employes. The weekly bonus to an employe thus averaged about $1.25; or, it is estimated, an addition to annual income of from two to four per cent.

Four of the plants are operating union shops. In Plant No. 5, a non-union shop, the employes became dissatisfied after the inauguration of the profit-sharing scheme, and upon presenting demands secured increased wages. Three employers informed the investigator that *the majority of the participating employes did not notice-*

1 It should be noted that the total of schemes exceeds the number of firms covered in the investigation, because some of the 138 firms had more than one of the schemes in force.

2 Boris Emmett, "Profit-Sharing in United States" (1916), U. S. Department of Labor Bulletin, Whole Number 208, Bureau of Labor Statistics, pp. 8-9.

bly appreciate the profit-sharing privilege or display greater efficiency or interested efforts on the job. The workmen seemed to accept the bonus payments as a matter of right and as additional wages. *In no case was a trade union reported as having offered any opposition to profit-sharing.*

The employers in four of the plants consider the scheme which they have been trying a failure—from the standpoint of securing any greater interest and loyalty on the part of employes to the company. The employer who reported his scheme successful has had an experience of less than a year with it—an insufficient period for a safe conclusion.

None of the five plants have assembled the data necessary to show on a comparative basis whether actual improvement had taken place among the employes in the regularity of their employment or whether the amount of labor replacement necessary to maintain the standard work force had decreased after the introduction of profit sharing. Two of the five employers, however, reported that they were convinced there had been some improvement. It would require an intensive study of employment records to determine accurately what change had occurred.

II. Control and Extent of Participation Under Limited Profit Sharing Schemes

In this scheme the company determines in each plant the conditions of eligibility, the proportion of profits allotted to employes after setting aside sums to cover all legitimate expenses and interest on the investment, and the individual bonus.

Plants Nos. 2, 3 and 4, with a total of 540 employes, are distributing a portion of profits to 28 employes in the managerial and salaried class. Plant No. 2 began its scheme first in 1915, and No. 4 started in 1920. Plant No. 1, after two years' trial, discontinued the scheme in 1914.

The four limited schemes vary in respect to the basis used for computing the individual share from an apportionment according to salaries or earnings to an arbitrary allotment of a certain percentage of the profits to each employe. The prospective beneficiary is informed in a general way of the method of computation.

Plant No. 2 uses a rating system, instead of percentages, in computing the shares. The company officials make the individual ratings in consideration of the three following factors:

(a) *An estimate of what average profits are expected to be.*

(b) *The individual's record in the management of his department, and his value to the company.*

(c) *His probable earning ability with any other company.*

After this rating the employer in conference with each employe informs him that he may become a participant, and that for computing his share he has been rated at a certain number of points.

Approximately 30 per cent of the total profits are allotted under this scheme for distribution. The employe thus receives besides the prevailing salary paid men of his grade a guaranteed minimum share of any profits accruing, and if profits in any period are larger he may benefit accordingly. To compute a single share, divide the sum for distribution by the total number of assigned points and multiply by the number of points agreed upon for the individual employe.

The company owners prefer the use of a "point" rather than a percentage for computing purposes, since "point" is a more flexible term: (a) Adjustments of possibly inequitable shares which might go to some individuals under a rigid percentage method of calculation may be made by the company without offensive discrimination; (b) explanations of any differences in individual shares under the point system of rating are easier; and (c) opportunity is offered for frequent conference by the employer with the employe, as occasion may require. This opportunity arises from the fact that an employe's points are subject to an increase or decrease as the current record of his department for efficient management shows up in relation to the trend of the company's earnings. In case of a change in the record of any department the employe in charge may be easily called into consultation by the employer regarding the situation and with mutually advantageous results.

In Plant No. 2 the weekly bonus to the twenty-two executive employes averages from $10.00 to $30.00. The bonus to the employes in Plants Nos. 3 and 4 runs from $4.25 to $50.00.

One of the four limited profit sharing schemes has been discontinued after trial. In Plant No. 1 the employer came to the conclusion, from a two years' experience, that *sharing profits with the plant superintendent,* while at first highly satisfactory to both parties, *was impracticable. The reason advanced was that it inevitably became a cause of dissatisfaction and complaint in periods of small and declining profit yields. The employers in the three other plants are satisfied with the results of their experience.*

In Plant No. 2 the employer, in the course of five years' experience, noticed a tendency on the part of some of the participating employes to question the accuracy of the calculation of their individual bonuses.

While the limited form of profit-sharing has operated successfully on the whole, the employer in Plant No. 2 informed the investigator that he did not consider profit-sharing practicable for all the employes in a plant.

The Conclusion

What does experience in the use of profit-sharing and limited profit-sharing schemes in these Chicago printing plants show?

1. Of five profit-sharing schemes, three were discontinued because the employers considered the results disappointing and unsatisfactory.

2. Of four limited profit-sharing schemes for managerial and salaried employes, one was discontinued because it became a source of friction and dissatisfaction for both parties.

3. Profit-sharing with heads of departments, executive and clerical employes has been continued longer and regarded as more practicable by employers than when all employes are included.

4. Profit-sharing may be used in small, medium or large sized plants. Small plants are fitted for its introduction especially on account of the close personal relations of employer and employe.

5. Of the nine plants where either profit-sharing or limited profit-sharing was introduced, seven were union shops and two non-union. In none of them has opposition by a union developed.

6. One employer, in particular, discovered from his experience with limited profit-sharing the need of guarding against lack of confidence by employes in the calculation of individual bonuses.

7. Experience shows that profit sharing is most likely to be workable only as a "fair weather" proposition. Its usefulness and fitness to survive are tested best when there are small or no profits to share. The test question is, can it be depended upon to stimulate attention to work, efficiency and co-operation in periods of declining business?

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Graphic Arts Exposition for Chicago, July 23 to 30.

AN OPPORTUNITY will be afforded buyers of printing equipment to view one of the most complete exhibitions of such machinery ever held when a Graphic Arts Exposition will be conducted in the Coliseum, Chicago, during the week of the convention of the International Association of Printing House Craftsmen, July 23 to 30.

The exposition, under the auspices of the Chicago Club of Printing House Craftsmen, will include practically every article of equipment necessary in the operation of a printing plant and the two thousand or more persons expected for the convention will be enabled to view at one time the latest products of the manufacturer and supply man.

The one purpose of those backing the exposition is to bring the plant executive and buyer of machinery in contact with the most efficient methods and machinery. It is planned to make the show one of the most important features of the International Printing House Craftsmen convention.

The convention proper will not open until July 25 and will continue for three days, while an entire week will be given to the exhibition. A number of large manufacturers have already signified their intention of taking space. It is planned to make the affair one of the most important in recent years and since it is not a profit-making scheme, the plan deserves the support of every one. The statement issued by the Chicago Club of Printing House Craftsmen is as follows: "The Graphic Arts Exposition has been organized by an international association of practical printing executives, working in complete co-operation with manufacturers of printing machinery, for the sole purpose of acquainting the whole printing and allied trades with the newer and better machinery, materials and methods so essential for carrying on efficiently and profitably America's third industry.

"This has been the very first time an organized effort has been made by the executive craftsmen of any industry —men who investigate and buy equipment—to promote a co-operative industrial exposition of this kind. Already the whole-hearted and enthusiastic response from manufacturers and supplymen insures for the Graphic Arts Exposition a success far greater than has ever resulted from any similar undertaking in the field of graphic arts."

Offices to take care of the exposition have been opened in the Transportation building, 608 South Dearborn street, Chicago.

Committees in charge of the exposition are made up of the following men:

Executive: Wm. R. Goodheart, chairman; Geo. E. Crane, C. P. Evans, A. F. Lewis, E. J. McCarthy, August D. Robrahn, Harrie A. Sackett. Ex-Officio: Frank Dermody, William C. Schmidt, Christen Olsen.

Finance: Geo. E. Crane, chairman, Chicago Roller Co.; Walter C. Bleloch, Mergenthaler Linotype Co.; Arthur C. Hammond, Dexter Folder Co.; H. L. Middleton, F. G. Jungblut & Co.; James H. Sweeney, Lanston Monotype Co.

Sales: A. F. Lewis, chairman, Printing Trades Blue Book; E. C. Babbidge, Miller Saw Trimmer Co.; Chas. D. Berold, Acme Electrotype Co.; H. W. Campbell, W. F. Hall Printing Co.; Frank Dermody, Woman's World Magazine Co.; F. H. Farnsworth, Sigmund Ullman Co.; A. J. Hoerth, F. Wesel Mfg. Co.; C. H. Lamb, E. C. Fuller Co.; L. C. Werden, Cuneo-Henneberry Co.

Publicity: E. J. McCarthy, chairman, Smith-McCarthy Typesetting Co.; Tom Bateman, Printing Machinery Co.; L. W. Claybourn, Menasha Printing and Carton Company; P. A. Howard, Ben Franklin Monthly; Frank R. Shank, Chas. Eneu Johnson Co.

Exhibits: Chas. P. Evans, chairman, Miller Saw Trimmer Co.; Clifton R. Hunn, Chas. Eneu Johnson Co.; Chas J. Kanera, Latham Automatic Register Co.; Christen Olsen, Manz Engraving Co.; W. C. Smith, The A. A. Simonds & Son Co.

Arrangements: Harrie A. Sackett, chairman, J. Walter Thompson Co.; A. J. Jenson, Walton & Spencer Co.; James Sherman, Printing Machinery Co.; Alex Wagner, National Printing & Publishing Co.; E. L. Wilson, Regan Printing House.

Organization: A. D. Robrahn, chairman, Employing Electrotypers' Association; Albert D. Lake, Sleight Metallic Ink Co.; Thos. P. O'Neil, Barnes-Crosby Co.; William C. Schmidt, Brock & Rankin; Frank M. Sherman, United Typothetae of America.

Chairmen of the convention committee are: E. J. McCarthy, banquet; Frank Dermody, reception; George E. Crane, hotels; Christen Olsen, program; Harrie A. Sackett, badges; Frank Shank, entertainment.

Chicago Trade Composition Men Refuse Long Price List

PRINTERS of Chicago have recently requested members of the Local Trade Composition Association to grant a long price list. In response the Trade Composition Organization has issued the following statement:

The request of the Commercial Group that a long price list be granted to printers by the Trade Composition Association was considered at the regular meeting of the association November 23, 1920.

In view of the fact that so many members of the Franklin-Typothetae are now patronizing trade composition houses not affiliated with the Trade Composition Association, and the fact that this patronage is being bestowed upon these non-member firms because of cut-rate prices made by such non-member trade composition houses, and in view of the further fact that the Trade Composition Association of Chicago is suffering because of the unethical attitude of a considerable number of brother members of the Franklin-Typothetae, the Trade Composition Association of Chicago does not deem it advisable to issue a long price list at this time.

The long price list is a matter we have often considered, and it is our fondest hope that conditions ultimately will adjust themselves so that a long price list can be issued consistently by this body.

TRADE COMPOSITION ASSOCIATION OF CHICAGO.

Printing House Craftsmen Grow

AN ORGANIZATION of Printing House Craftsmen was formed in Rochester, N. Y., last month. Officers elected were: President, Frank Eichorn, Henry Connolly Company; vice-president, John Malone, John P. Smith Printing Company; treasurer, Elmer Carroll, Post Express; secretary, Albert Hofmeister, Yawman & Erbe Company; executive committee, Henry C. Hauck, Rochester Electrotype Company; F. M. Schifferli, Herald Company, and G. T. Ray

Depreciation and Income Tax

By EDWARD C. FLINN, Chief Accountant, Franklin-Typothetae of Chicago

THERE seems to be a general understanding in the printing industry that for income tax purposes the government will allow a deduction for depreciation of 10 per cent per annum on machinery and 25 per cent per annum on type. Such, however, is not the case, as the following extract from Regulations 45 will indicate:

> "Depreciation: A reasonable allowance for the exhaustion, wear and tear and obsolescence of property used in the trade or business may be deducted from gross income. For convenience, such an allowance will usually be referred to as covering depreciation, excluding from the term any idea of a mere reduction in market value not resulting from exhaustion, wear and tear or obsolescence. The proper allowance for such depreciation of any property used in the trade or business is that amount which should be set aside in the taxable year in accordance with a consistent plan by which the aggregate of such amounts for the useful life of the property in the business will suffice, with the salvage value, at the end of such useful life, to provide in place of the property its cost, or its value as of March 1, 1913, if acquired by the taxpayer before that date."

This shows plainly that the government does not fix or specify any rates for depreciation. Conditions as well as the use to which equipment is put should be reflected in the rates maintained. It is obvious that presses which are kept running day and night depreciate in a greater degree than presses running only on a day shift. Not only is this due to more actual running time but also to the fact that the responsibility for the condition of the machines is divided. Another feature is the grade of work handled. I know of one concern that believes in running its machines to maximum capacity at all times. They give as a reason for this the following:

> "The product of our plant may not be classed as extraordinary but it is, nevertheless, good printing. We believe that new machinery is constantly being invented which is far better than older methods and consequently we operate to the limit of capacity in order to get the greater output from present machinery during a shorter life, the income from which places us to advantage in procuring the latest type of equipment."

Machines operated in such a manner should maintain a higher rate of depreciation and I believe it is a fair deduction because a firm with such production would naturally have a greater net taxable income than it would under ordinary operation.

What then is the test? Bearing in mind that the burden of proof rests on the taxpayer, I would venture an opinion based on past experience that 10 per cent per annum on printing machinery running under ordinary circumstances (not day and night shifts), is not excessive to cover depreciation *and obsolescence*. If such a plan has been consistently followed year after year, if it has been reflected in the accounts as an actual fact without regard to profits made or possible changes in the rate of taxation, then I do not think there is any doubt as to whether or not it will be allowed as a deduction.

We hear each day of how firms charged off 15 per cent or 20 per cent depreciation during 1918 and 1919 and "got by" with it. It seems hard to believe that business men would make such a statement. It is a simple matter for the government to check back and amend returns. It may not be accomplished this year or next but eventually the penalty will be paid. Why is it that in nearly every case of such revision the taxpayer pays the bill? I do not think it always due to unfair treatment on the part of the government agents. I think it is due more to the significance of yearly entries revealed by the examination of the books. On checking back into the dim past, it is often found that the old method was to charge off plenty of depreciation when the profits were good and would stand it and very little, if any, during the lean years. Then the income tax was developed and a rate of say 5 per cent per annum without any relation to length of life or use of equipment was adopted. Then, as the rate of taxation became higher, the rate of depreciation on this same machinery became larger. Finally when the excess profits tax evolved, the rates of depreciation jumped clear to the skies. What kind of unknown element caused this heavy depreciation during the high tax years?

If you faced such facts revealed by the books would you not feel that the rates of depreciation in this case were determined by the income tax and not by length of life, wear and tear, kind of product and number of running hours? And yet these people claim they "got by." I do not believe they did.

Happy is the man who has realized that depreciation is a real physical force, that it is an expense of operation and should be charged as such no matter how it affects the profits for the year, who has used judgment in determining his rate and has consistently followed such judgment year after year.

Self-Government Works in Minnesota Printing Plant

LABOR difficulties of the Crookston Times Printing Company, Crookston, Minn., have been solved by the introduction of industrial self-government for the employes. A year ago the employes approached the heads of the company with a proposition to lease the plant and run the business themselves. The company submitted a counter proposal to turn the production part of the business over to them, savings over the average annual cost of production to be shared equally between company and employes. The thirty-four employes agreed, and elected their foreman and a committee of three to supervise employment, wages, purchase of equipment and working conditions. The officers and directors of the company retained veto power. The quality and quantity of production increased immediately, and the third month showed a 5 per cent decrease in cost of production. Turn-over has been eliminated and the atmosphere of the shop shows that the employes feel they are working for themselves.

When tomorrow means next week Wednesday with you, your business will soon be on the still hunt for the undertaker.

THE ADVENTURES OF STALL AND HUSTLE

II — The Only Shortage Is One of Ideas

Drawn for Ben Franklin Monthly by Majel

For the Service Printer

Pat Kay

A department devoted to the interests of the progressive printer who is interested in so-called "Service Printing." Inquiries are held confidential and comments on the department will be welcomed.

How to Try for Retail Direct Advertising

LET us drop into the store of some retailer we know or who has impressed us as open to suggestions. We might select some one we have talked with at the last business man's association meeting or whom we have met in lodge. Don't misinterpret this. Soliciting business from a man because he wears our lodge pin is a low-down method as is the ancient wail of "you should buy from me because I buy from you." A man should buy from me because he knows my wares are worth his money, because it is convenient or because he has confidence in me and believes I give him good value. I merely suggest a fellow member of our business association or lodge because it is advisable to start your efforts with some one you can talk with on a frank and understanding basis.

We must avoid trying to sell our prospect a batch of printing. You and I are out to create something that will help his business at a moderate sales cost. So doing, we can get away from the routine worry of "getting the price." We can quote our retailer on a complete proposition, including the necessary art work, photos, zincs and halftone engravings, copy, addressing and mailing as well as the actual printed matter.

> To those who courteously took time to respond to our recent folder we are grateful
>
> The many kind remarks and suggestions are encouraging and helpful.

Many dealers will have engravings or electros available for use. They obtain them from their manufacturers or jobbers or from so-called "cut services." If their merchandise must be photographed, handle the photography yourself. Take the goods to the photographer or, in the case of bulky merchandise, arrange for the photographer to come to the retailer's place of business. Explain to the photographer that you are making the sale for him and insist upon a trade discount of twenty per cent from the regular rates. If the photos need retouching, hunt out a commercial retoucher.

If drawings or hand lettering are required, dig up the artist. You can find them—through the classified telephone directory, through the local chamber of commerce or through inquiry among your fellow craftsmen. If there are none in your town, write the chamber of commerce in the nearest good-sized town.

As to advertising copy for the printed matter, if you cannot write it yourself, enlist the services of some college student. It is impractical to attempt here to give the details of successful retail advertising copy. The essentials are: 1, accurate facts concerning the merchandise; 2, selection of those of the facts that will appeal to the possible buyer; 3, succinctly brief statement of the facts in simple words. Properly written copy may not entrance the retailer himself. The test is whether it is or is not intelligible to the retailer's customers and appeals to them.

There are certain facts to be gathered from the retailer before we can prepare direct advertising for him. The outstanding ones are:

1. The merchandise.
2. How sold—cash, charge account, deferred payment or installment.
3. Class of customers.
4. Mailing list.
5. Amount of money to be expended.

Let us take, as a specific case, a furrier—

(1) His merchandise consists of a wide variety of furs from women's chokers as low as $9.00, fur gloves at $12.00, squirrel-belly baby carriage robes at $18.00, on up to sealskin coats and wraps as high as $1,200.00. The last named items are rare sales but he has several of them for luxurious display and occasional sale.

(2) His present clientele is mixed. He sells for cash to a great extent. Many customers, persons he knows or whom he can allow credit, buy a fur, for instance a mole wrap for $165.00, pay $80.00 down and take thirty or sixty days for the balance. Such a customer is considered as a charge account. He has sold some furs, such as a seal coat for $420.00, on a deferred payment of fifty dollars a month. But he has not formed a definite installment policy.

(3) His customers consist of people of moderate means, from stenographers buying furs out of their savings, well-paid mechanics' wives and salaried men, and a number of higher class buyers such as the families of prosperous merchants and physicians or other professional men.

(4) He has no carefully prepared mailing list. He can prepare a list of some three hundred old customers. We must make up his mailing list.

(5) He has no idea of how much he wishes to spend. We can't press him too hard on this point. The thing to do is to plan material on a modest scale and then sell him on the need for it. Once started, and finding the venture profitable, we can keep him going.

Most of the fur advertising circulated by dealers is limited to an illustration, usualy a line engraving, of a woman wearing a fur neckpiece that might be anything from near lynx to pointed fox. It is varied by an occasional figure in a seal coat. The descriptions, if any, in the circulars or on the blotters, are highly general.

While we are working up a mailing list for our retailer, let us start things moving by trying a new and easy angle.

Our furrier retailer has very few male customers. Yet he handles fur gloves and mittens, beaver and seal collars for overcoats and can easily put in a line of seal, beaver and muskrat caps. His wholesaler agrees to put in a line of these on ninety-day consignment.

We make up a mailing list of all the physicians and lawyers in our town. (If we are in a big city and our store is in one of the outlying districts we can compile a list of the lawyers and physicians in our section of the city within an average radius of five miles.) To this list we send a four-page letter (four pages, size 8½x11

inches). On the first page we print a letter in good Caslon Old Style, not a thin, unreadable typewriter face nor even multigraphed.

Briefly is told the comfort of warm fur gloves or mittens, particularly for driving. That is a good opener, for we believe most physicians and lawyers drive cars, and frequently in bad weather. The warmth of the fur cap and how it protects the ears and head in the severest cold—that comes in for a paragraph. The economy of a fur cap is mentioned; a good one lasts several winters. A word picture tells the luxurious comfort of a fur collar on an overcoat and the touch of dignified prosperity it adds.

"Drop in when you can—we know men's needs and can make your selection a simple matter"—that's the closing spirit of our letter.

On page two we show a halftone print of a pair of fur driving gauntlets and a pair of fur mittens with an index finger. The latter provide mitten warmth, yet are convenient for driving. The descriptions are brief. They state the kind of fur, emphasize the comfort and prices are plainly printed.

Page three treats of caps in Hudson seal, beaver and natural muskrat. All three are shown in halftone illustrations. One is photographed on a man's head with the earlaps down. Mention is made of all head sizes being in stock. All are priced, two grades of seal being given.

Page four shows fur collars. The detachable feature is given prominence. Prices are quoted for work in putting fur collars on overcoats and with definite prices are given the various kinds of collars.

A panel of type on page four reads:

"We are offering some special values in women's furs. If you or members of your family are interested, we shall be glad to show them."

Just an added point that may cause some wife, if she sees the circular, to urge hubby to drop in and buy some fur gloves. He may take her along and the visit may effect an unexpected sale of a fur for her.

In the meantime, our dealer, due perhaps to our insistent prodding, has painfully prepared a mailing list of his past and present customers. We can augment this by names of people from the telephone book and from lists of women's clubs. He can take the names and addresses of the people who drop in. By divers means, a respectable list is developed.

Through circulars, four-page letters and little inserts, all based upon definite appeals, with realistic halftone illustrations and prices, a steady campaign can be waged upon this list.

In the dull months, encourage the repairing and cleaning of furs. There is no great profit in this, but it brings people into the store. The wise dealer knows that such customers are likely prospects for good sized sales and for this reason should encourage them.

When a dealer has been held to six months of such direct advertising, he will have learned its value. You can hold him indefinitely. Your success in creating business for him will encourage other dealers to try your service.

There are obvious courses of action for practically every retail business. Study the merchandise, study the possible buyers and tell them the things that induced other people to buy. Put the information before a properly made up list and it will sell the goods.

Incidentally, you might tell your furrier to make a window display showing the various types of furs, in their natural state and the dressed fur. Each one should be plainly marked as "natural muskrat, fisher, unplucked beaver, finished beaver, etc." The world at large is sadly ignorant of the animals that bear fur, how fur looks in its natural state, what furs wear best and the many other interesting points about the pelts that have clothed the human forms from prehistoric days.

* * * *

"I want to hear about Advertising Printing such as can be executed in a small job plant."—G.

We'll assume this plant to have as its largest press a 12x18 Gordon and to be without any cylinder equipment.

The items in its potential production, that may be classed under Direct Advertising, are:

Advertising stickers, announcements, blotters, booklets, circulars, envelope inserts, envelopes, letterheads. (These last two can be made into advertising matter.) Labels, four-page letters, mailing cards, mailing folders, post cards, show cards, house organs.

The design and production of direct advertising for *retail stores* should be an important business for the small plant.

The retailers are usually within convenient reach. They buy in quantities too small to interest the big plant whose hungry maw seeks large forms and long runs.

There may have been some profiteer printers. If you know of any, let me have their names. I want to carve them in stone along with a list of the camels that got through the eye of a needle.

DAYTON AND OSWEGO
SEYBOLD
CUTTING MACHINES
MACHINERY FOR PRINTERS, BOOKBINDERS
LITHOGRAPHERS, PAPER MILLS
THE SEYBOLD MACHINE COMPANY
DAYTON, OHIO
BRANCHES: NEW YORK, CHICAGO, ATLANTA, DALLAS
SAN FRANCISCO, LONDON, PARIS, LYONS, STOCKHOLM
HAVANA, BUENOS AIRES, TORONTO, WINNIPEG

Can be seen on the job in more than fifty Chicago linotype plants.
Built for long, hard and hot duty.
Applicable to any line or typecasting machine.
Now applied to Linographs by The Linograph Company
THE CHAPMAN THERMOSTAT
L. M. CHAPMAN
630 Woodland Park, Chicago, Ill.

Personal Contact Needed in Training Apprentices

By E. J. MYERS, Manager Typesetting Dept., Trade Press Publishing Co., Milwaukee, Wis.

THE writer is not amazed at the "Help! Help!!" cry going up in almost every large city, from employing printers, for apprentices to propagate the printing industry. In the final analysis, the employer is the one who must shoulder the blame for the scarcity of apprentices and the difficulty of securing boys to take up the business.

Boys are no different today than they were a decade ago. They are just as eager to learn the printing business, and a type case and printing press possess the same fascination for them as with boys in our youth.

When we were young the industry did not "go" at so rapid a pace as now. Then the employer had more time, and he used this time to teach the young hopeful the rudiments of the business. In fact, he took a pardonable pride in "showing" the lad how so and so should be done. The lad appreciated the personal instruction of the boss. He told other boys of the fascination attending the trade he was learning. Naturally, these boys, to satisfy their curiosity, also sought and obtained employment as printer's apprentices. And so the business went ahead, a new crop of journeymen following in the wake of the older men in the business.

Does the "boss" manifest the same interest in his apprentices today? He does not. The business, too, is radically different, in that it has become highly specialized. The boss has forgotten the apprentice because he has become too absorbed in other matters.

Recently a lad came to the writer and applied for a position. He said he wanted to be a printer. He recounted his experiences. He had apprenticed himself to another printer, to "learn" the business. Instead of "learning," he was placed in the shipping room, where he was retained for several months, or until he left. The boy "looked good" to me. I questioned him and found he was possessed of an earnest desire to learn the trade. I took him in hand, gave him some preliminary instruction, hired him, and in three weeks he was able to take complete charge of a Linotype receiving bank which takes care of the product of six Linotypes, operating the saw trimmer, inserting corrected lines in galleys, pulling proofs, and doing a dozen and one things involved in the successful and satisfactory operation of a "dumping" bank. At every opportunity the lad was given a little talk, and was encouraged by commendatory remarks about his work, given books and periodicals to read, and a personal interest manifested in him. A day was not permitted to pass without the boy being interviewed, if even for a few minutes, to "get a line" on his progress, to explain a point, or to go deeper into some phase of the industry with him. He appreciated this personal contact with the boss, and his progress demonstrates the possibilities with apprentices if employing printers will but recognize that lads are as human today as they always have been, and treat them as such.

Boys fraternize a great deal. In their chum gatherings they naturally discuss their trades or vocations. The lad who is "learning" the printing business surely will not make timber for the industry if he has not been well treated, or if he is not advancing as he should. If he is pessimistic, he will discourage others of his circle who may intend to learn the printing trade. As a consequence, the field narrows.

Another factor, and a most potent one, involved in the apprenticeship question, is the kind of plant you operate. Diversified industries, sensing the possibilities as regards production, of the well-kept, well-lighted, well-ventilated plant, have invested huge sums in fine buildings, planned with the comfort of the workmen in mind. Yet the printing industry still fosters dingy, poorly equipped plants, stuck away in smelly lofts, out of the light, poorly ventilated and anything but desirable places in which to work. One of the first things we did when we came into possession of our plant was to rehabilitate the entire institution. The plant was carefully laid out, analyzed from every angle, and when all seemed to function well from an efficiency standpoint, and the innovations having to do with the comfort of the men worked out, the move was made which, though it cost a deal of money, has paid big and stamps the Trade Press Publishing Company plant of Milwaukee as one of the finest trade composition plants in the United States today.

It is not the writer's intention to extol the virtues of our institution, and mention of what we have done is made merely to demonstrate that equipment, material and comfort innovations are the cheapest things that can be purchased today as compared to labor, increased production considered. And we have all the apprentices we are permitted. More, all of them *are learning the business,* and with an enthusiasm that is refreshing to witness, solely because we take a personal interest in each.

A Printing Library Will Help Your Sales

AN IDEA that can be adopted by any printing company looking for wide-awake methods of merchandising printing has been inaugurated by The Smith-Brooks Printing Company of Denver.

The idea in itself is simple enough and is probably used by other printing firms today, but it remained for the Smith-Brooks company to realize the value of announcing the fact. This was done in a recent issue of *The Marked Page,* the house organ of this very-much-alive Denver concern.

What follows is the company's announcement to its customers:

"We have recently completed a reference library consisting of large albums containing specimens of every style of printing, lithographing and engraving produced by this house. By a unique method of classifying, it is possible for a customer to examine without loss of time a full line of the samples in which he is interested, and the approximate cost of production in any quantity is affixed to each sample. As far as we know, this is the only reference library for this purpose, and its advantage over other methods of filing printing samples is obvious to those who have so often waited patiently, or otherwise, while an anxious salesman vainly searched through the dim corridors of his memory for recollections of some sample he half remembers filing away in some forgotten place. You are invited to use this library at any time, and this invitation carries no obligation to purchase."

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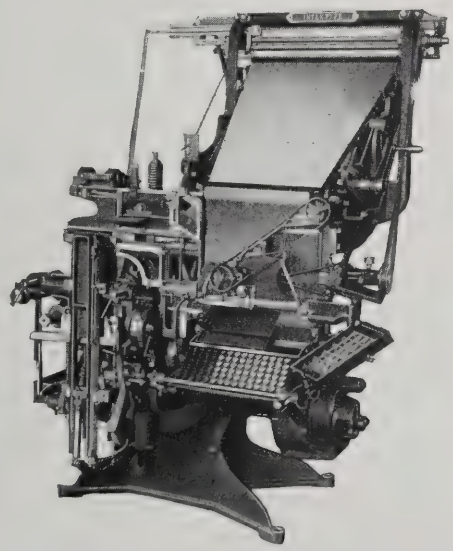

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Montreal Star, Montreal, Can.	35
The Enquirer, Cincinnati, Ohio	26
Plaindealer Pub. Co., Cleveland, Ohio	23
Library Bureau {New York 10; E. Cambridge, Mass. 11}	21
The Telegram, Portland, Ore.	17
Commercial Appeal, Memphis	16
World-Herald, Omaha, Neb.	16
Herald Printery, Louisville, Ky.	15
F. A. Munsey Co., New York	15
State Journal, Lincoln, Neb.	15
Globe, New York	14
World, New York	14
Globe Ptg. Co., St. Louis, Mo.	11
Star, Seattle, Wash.	10
Dispatch, St. Paul, Minn.	10
Daily Journal, Peoria, Ill.	10
Independent Typesetting Corp., Chi., Ill.	10
Evening Journal, Jersey City, N. J.	9
Capital, Des Moines, Iowa	9
Tribune, Tacoma, Wash.	9
News, Dallas, Texas	9
Detroit Times, Detroit, Mich.	9
Journal Courier Pub. Co., Lafayette, Ind.	9
Journal of Commerce, N. Y.	8
Gazette, Philadelphia, Pa.	8
Tribune, Chicago, Ill.	8
Herald, Lexington, Ky.	8
Journal, Detroit, Mich.	8
Northwest Pub. Co., Minneapolis	8
Post, Hartford, Conn.	7
Courier Co., Inc., Camden, N. J.	7
A. H. Crist Co., Cooperstown, N. Y.	7
Dispatch Pub. Co., Pittsburgh, Pa.	7
Record Co., Wilkes-Barre, Pa.	7
Times, Pawtucket, R. I.	7
Williams Ptg. Co., N. Y.	7
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Ben Franklin Monthly

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Telephone Harrison 6113

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An Editorial by W. J. Eynon, President United Typothetae of America

WHILE wholesale prices of general commodities have been continually dropping since June, and retail prices have started in the same direction, there is little in the economic situation at present that will permit the lowering of the price of printing.

Composite figures of hour costs gathered by the research department of the U. T. A. still show increases in costs in nearly all departments.

A further increase in costs is apt to follow any slackening in the volume of business because the decrease in expenses does not occur as rapidly as the decrease in productive hours, and the overhead scarcely diminishes at all.

News papers as well as book papers—machine finish, supers and coated—have materially dropped in price during the last thirty days, and it is now apparent that further reductions may be expected in the near future. Prices of bonds, writing and ledger papers have remained practically the same for the past six months, but will probably be down soon after the first of January. As the prices of bonds, writing and ledgers were not increased in anything like the same proportion as those of news and book papers, it is unreasonable to expect as large reductions in the prices of the former as in those of the latter. The decrease in the prices of these papers should enable the printer to make material reductions in the charge for his completed product.

Prices for printing have not at any time advanced proportionately to the extent that paper has, and whatever reductions the printer may make to his customer because of reduced cost of paper, no reduction in printing prices would be warranted with the present costs of printing. In considering the constant question from customers, "Why doesn't the cost of printing come down when everything else seems to be coming down?" the above explanation, which should be given freely to the customer, should suffice.

Not until production costs begin to fall appreciably can the printer think of lowering the retail price of printing.

According to all records of previous after-war periods, price and wage changes went through a long and gradual readjustment. In view of these facts, prices and wages will suffer no extended process of radical change, but will go through a process of careful revision.

Safety lies in this process of slow adjustment, and the printer must, in his own interests and those of his industry, be guided by this general principle in meeting the present situation.

Cutting prices to keep up volume reduces, if indeed it does not obliterate profits, demoralizes the business, does nobody any good and sets a precedent which the customer may use against the printer later on. However quiet business may be in certain sections of the country, there is no doubt in my mind that before the year 1921 is nearly finished there will be a great revival in business of all kinds, and particularly in the printing business.

It will be time enough to reduce printing prices when economic conditions warrant such reduction.

The Trouble With the Employer

HAS THE employer been less alert in protecting his own interests than the employe his?

It is beginning to appear so, for with the growing strength of the unions one comes to realize that long, long ago—possibly back in the dim, dark ages—the employer fell asleep and has not quite come out of his somnambulistic state.

Why?

Because the employes were permitted to form their own organizations, and even encouraged to do so by the employer, without the employer keeping in contact with them. Such organizations have tended to separate the boss from his men, and have been responsible for a false class distinction, more strongly felt by the workman than by the employer.

BEN FRANKLIN MONTHLY does not wish to attack the unions, for it believes they have done a mighty work for labor. But it does believe that equally as good results would have come about had the employer formed his own "union" in his own plant to which he could belong.

For instance, when the unions were being formed the "organizer" came to each plant owner and asked permission to "talk to the men" and organize them. Nine times out of ten he was permitted to do so with the result that when the men joined the union a fence was erected, separating them from the head of the business.

If, in place of granting the organizer permission to go into his plant the employer had said: "Not yet. I'm going to organize my own employes. We will have our own little union in this shop, and I am going to belong to it. Two of its purposes will be identical with those of your organization, for it will mean better working conditions and more money for my men. But unlike your organization, these things will only come as the result of more production," the printing industry would not be faced with the vexatious problems of today.

It is only recently the employer has come to realize that the place to settle differences of opinion is in conference. Industrial boards, shop committees, employe directors and other means have proved their value, and both employe and employer are coming to realize the futility of other methods, including strikes.

It is not too late to inaugurate such sane methods in those printing plants which do not now have them. But when they are put into operation it should not be half-heartedly. In the small minority of cases where shop committees have not proved a success it has been because of the employer's selfishness. This is the class of employer who, after having made the decision to allow his men a share in the operation of the company, vetoes every action they take.

While organization is the surest way to disorganize organization, the industrial conference plan for each plant is not advocated to overthrow the unions, but rather to replace them with a more efficient method which will do away with unrest, inefficiency and strike losses.

If the labor and capital millenium is possible, we believe the " 'round the table" method will bring it about.

Wake Up!

What is the matter with young America?

Has it lost interest in a career, in an opportunity to better itself, to become somebody?

The Franklin-Typothetae of Chicago recently sent broadcast in that city an appeal for entrants in a contest carrying as a prize a one-thousand-dollar scholarship at the Carnegie Institute of Technology, Pittsburgh. It really wasn't a contest. All that was necessary was for the aspiring youth to place his name on file with the scholarship committee of the association. If he was found best fitted to represent the city he was to be given the opportunity to prove himself.

How quickly you and I would have snapped up that offer, say ten or twenty years ago!

Yet, after one week not an applicant had registered!

The opportunity to learn printing as an art—to prepare for a position paying thousands of dollars—to train at one of the best educational institutions in the country, went begging.

Probably it has been awarded by the time this editorial appears in print, but if it has, it is because the committee went out and selected the first young man it could find, instead of having the pick of Chicago's industry. This is no reflection on whoever gets the scholarship. In fact, the youth but demonstrates his superiority over the rest of his comrades, the apprentices in the shops, your son and my son, because they apparently lack the initiative to go after the better things in life.

The great need of the printing industry of America today is to awaken in the younger generation a desire to *create*, not only something worth while for themselves, but for the good of humanity.

A. R. Buckingham

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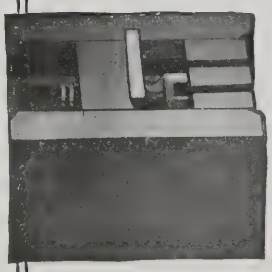
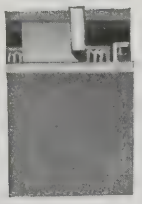
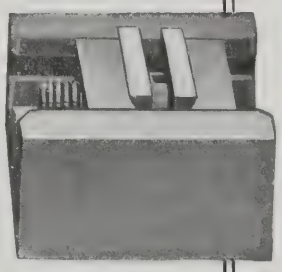


8 x 8 Hook Gives 6-em Travel.



4 x 4 Hook Complete for Small Plate Work.



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The Public and the 44 Hour Week

THE *Christian Science Monitor*, Boston, has the following to say concerning the forty-four-hour week:

EMPLOYING PRINTERS MAKE A STAND

"One branch of industry in which the policy of organized labor favoring a forty-four-hour week is not to succeed without a contest, it seems, is printing. More than 700 employing printers, from all over New England, meeting in Boston recently, resolved on a firm stand against this proposed change. They say any reduction from the present weekly schedule of forty-eight hours will be practically impossible, in view of prevailing conditions. If the employes prove to be equally determined, it is difficult to foresee the outcome. But between now and next May, at which time most of the contracts come up for revision, there may be lively times in the printing industry.

"The forty-four-hour demand by the union printers appears to be in line with the general policy of organized labor. Wages have been lifted to new levels since the beginning of the war, and the general position of workers in many lines is more favorable than it was before. Labor leaders are calling upon their followers to stand fast by what they have gained. Mr. Gompers, in a recent issue of *The American Federationist*, declared that labor would not go back to pre-war wage conditions. There is some reason in such a declaration, in so far as the increase in wages came only after there had been an even greater increase in the prices of commodities.

"But the proposal of a forty-four-hour week shows nothing less than an intention on the part of labor to cut production still further while attempting to maintain wages at the high level. The employers point to the progressive reduction of output per employe, which has been evident for some time past, as a reason why the forty-four-hour week is not a fair proposal at this time. In spite of all the improvements in machinery, there has been a decrease of individual effort which, taken in conjunction with rising individual costs, has increased the expense of producing printed matter to the point where the volume of business is already seriously affected. Books are being issued all the time; but publishers have been driven to exercise a much greater degree of conservatism and hesitancy in sending a book to the printers than they considered reasonable a few years ago. Prices for printed matter increased to meet the increasing costs during the war-time inflation. But that period is now past. The former high prices for printed matter can no longer be realized. True, a section of the employer group agreed last year to the inauguration of the forty-four-hour week next May, and an agreement should not be made unless it is to be lived up to. Apart from this consideration, however, it would seem fair to assume that the printers would be getting due consideration if they should be able to preserve what they have gained in the way of wages, without taking a time like the present to cut down working hours.

"Perhaps it should be borne in mind that special adjustments are being made in the printing trade. Sudden and far-reaching changes in methods were precipitated by the strike in New York last winter. Probably the most nearly permanent effect of this trying time, however, has been the decentralization of printing. Such decentralization is an interesting phase of the industrial movement. With the plants scattered through the country districts, there appears to be less likelihood that work can be stopped in all of them at the same time. There is, however, a probability of a somewhat greater difficulty in keeping up the supply of help in individual plants. The New York experience is enough to show that any considerable dispute or readjustment in the printing trade is not merely the concern of the printers. It comes more directly upon that great body of the public which depends upon periodicals and books for necessary and useful reading matter. The public will sooner or later realize its own interest in a fair settlement of the matters under dispute, on a basis that will meet the needs of the printers and employers without imposing an undue tax upon everybody who reads."

U. T. A. Announces Standing Committees

THE following standing committees of the United Typothetae of America were announced last week at U. T. A. headquarters, Chicago:

Cost Commission Committee: William Sleepeck, chairman, Chicago, Ill.; John C. Morrison, New York City; Allen Collier, Cincinnati, Ohio; Robert N. Fell, Philadelphia, Pa.; Geo. K. Hebb, Detroit, Mich.; Robert Seaver, Boston, Mass.; R. H. Williams, Richmond, Va.

Board of Arbitration: Julius S. Weyl, chairman, Philadelphia, Pa.; L. B. Clegg, San Antonio, Texas; M. W. Davidson, Louisville, Ky.; R. P. Purse, Chattanooga, Tenn.; Horace Walkenhorst, Kansas City, Mo.

Committee on Legislation: J. Horace McFarland, chairman, Harrisburg, Pa.; J. E. Burke, Norfolk, Va.; John Clyde Oswald, New York City; Chas. M. Winchester, Albany, N. Y.; Frank W. Corley, St. Louis, Mo.; James W. Barthwell, New York City.

Committee on Organization: W. E. Craig, chairman, Nashville, Tenn.; Frank Crane, Topeka, Kansas; Wm. Durkee, Mitchell, S. Dakota; H. W. Moulton, Seattle, Wash.; Frank J. Smith, Rochester, N. Y.

Committee on Trade Matters: E. Lawrence Fell, chairman, Philadelphia, Pa.; John R. Demarest, New Haven, Conn.; Geo. H. Gardner, Cleveland, Ohio; Robert Hausauer, Buffalo, N. Y.; Frank T. Hull, Boston, Mass.; Toby Rubovits, Chicago, Ill.

Committee on Education: Henry P. Porter, chairman, Boston, Mass.; E. Lawrence Fell, Philadelphia, Pa.; A. M. Glossbrenner, Indianapolis, Ind.; John Clyde Oswald, New York City; Toby Rubovits, Chicago, Ill.

Standard Guide Committee: Earl E. Laxman, chairman, Chicago, Ill.; O. A. Koss, Chicago, Ill.; J. O. Schultz, Terre Haute, Ind.; Jesse Skinner, St. Louis, Mo.; Wm. A. Desbarats, Montreal, Quebec.

Committee on Bettering the Quality of Printing: Wm. E. Rudge, chairman, New York City; John Clyde Oswald, New York City; Norman T. A. Munder, Baltimore, Md.; Henry Taylor, San Francisco, Cal.; Thomas M. Ball, Chicago, Ill.; Robt. W. Seaver, Boston, Mass.

Committee on Credits: M. H. Kendig, chairman, Chicago, Ill.; Conrad Kutterer, St. Louis, Mo.; E. M. Lent, New York City; Edward S. Paret, Philadelphia, Pa.; Leonard S. Pierson, Baltimore, Md.

Standardization Committee: T. E. Donnelley, chairman, Chicago, Ill.; E. A. Kendrick, New York City; C. G. Bonis, Baltimore, Md.; A. W. Finlay, Boston, Mass.; E. F. Eilert, New York City; Maurice N. Weyl, Philadelphia, Pa.; Wm. Green, New York City; Joseph L. Straus, Chicago, Ill.; Joe E. Miller, Springfield, Ohio.

Endowment Fund Board: A. W. Finlay, Boston, Mass.; E. L. Fell, Philadelphia, Pa.; R. W. Nelson, Jersey City, N. J.; C. D. Traphagen, Lincoln, Neb.; T. E. Donnelley, Chicago, Ill.

Auditing Committee: Bruce P. Shepherd, chairman, Nashville, Tenn.; Wm. A. Repke, St. Paul, Minn.; George E. Matthews, Buffalo, N. Y.

Taxation Committee: Luther C. Rogers, chairman, Chicago, Ill. (Members of this committee still to be appointed.)

Mr. Borden Writes

Editor Ben Franklin Monthly:

AN UNEXPECTED trip to the Pacific Coast has prevented, until this time, an answer to your very good letter which came during my absence. You may be assured that your expression of cordial good will is sincerely appreciated.

This opportunity is being taken advantage of to advise that my connection with the American Writing Paper Co. as director of general service, a new activity which has just been created, will make it possible for me to continue to render service to the printing and allied industries.

After a trip to the general offices and mills at Holyoke, Mass., the department of general service will be established and the work begun of striving to bring about closer co-operation between the individuals comprising the various branches of the printing and allied industries and a more effective co-ordination of the efforts of the U. T. A. and the allied organizations.

Mr. Galliver, president of the American Writing Paper Co., earnestly desires and will continue the policy of definitely aiding the development of a unity of interest among the printers, the paper merchants and the mills, and in the broadest sense lend encouragement and support to the U. T. A., the Three-Year Plan designed, as it is, to advance the welfare of the printers and all the co-related industries in stabilizing business, increasing the volume of printing, and better serve printing buyers.

It is a matter of joy indeed to know that the opportunity is afforded whereby I am to be in close contact with the printers and their local associations through personal visitation and that I may continue to be one of the channels through which a constructive service may be rendered to the printing and co-related industries.

The department of general service is being established at the branch office of the American Writing Paper Co., 10 South LaSalle street, Chicago, Illinois.

Cordially yours, Jos. A. Borden.

Revise Form 9-H

A REVISION of the Standard Cost Finding 9-H form was made last month, following suggestions made at the annual convention of the U. T. A., held in St. Louis last September. Treatises covering the changes in both the form and the Standard Cost Finding System have also been prepared and sent to U. T. A. members.

Detroit Objects

Editor Ben Franklin Monthly:

Someone is misinformed. You state on page twenty-one of your December issue that "Battle Creek co-operates with the Vocational Training Department of the Public Schools, but other cities in Michigan are still in a benighted condition."

For your information the Detroit printers are co-operating with the Cass Technical High School. In the Printing Department of that school there is equipment valued at twenty-two thousand dollars, and there are one hundred and twenty-three boys learning printing.

In addition to that, the association put on a campaign at the close of the last school year which put some forty-five boys directly in the industry without sending them to Cass.

Does this look like a "benighted condition?"

F. W. Randolph,
Manager Detroit Typothetae-Franklin Association.

(Editor's Note: We apologize—profusely. Assuredly, Detroit is not benighted. A full account of how this city has succeeded so well in finding apprentices will be found on another page of this issue.)

Isn't It the Truth?

Editor Ben Franklin Monthly:

Enclosed find check to cover my subscription to Ben Franklin Monthly for one year.

I am especially interested in the machine composition field and notice that your publication has much of interest to me.

Very truly yours,
V. J. Remas, Fargo, N. D.

We Agree With Him

AN ISSUE of considerable interest has been raised by Theodore Seideman, managing director of the Capital District Typothetae, Albany, N. Y., when he questions the preaching of paper economy to printers. Mr. Seideman, while admitting the desirability of economy in any industry, declares that the responsibility of the printer for the wood shortage is negligible since the printing industry consumes but 7 per cent of the total amount of wood used annually in the United States. Other industries are consuming 93 per cent of the wood each year. Mr. Seideman believes that less preaching of economy to printers and more to the consumers of the other 97 per cent would result in real timber saving.

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The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System

goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

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CHICAGO

The Hub of the Industrial West

The 36th annual banquet of the Old-Time Printers Association of Chicago will be held Saturday night, January 15, in celebration of the 215th birthday anniversary of Ben Franklin. Efforts are being made to obtain Senator Medill McCormick as the principal speaker. Senator McCormick is expected to return from Europe in time for the event and if so will have much of interest to tell those in attendance. Dancing will follow the dinner and speech-making with special musical numbers interspersed throughout the program. William Sleepeck, of the Sleepeck-Helman Printing Company, is general chairman of the committee on arrangements. Other members are Daniel Boyle, William A. Cahill, Thomas E. Sullivan, Herman Feitsch, Jr., Prosper D. Fenn, William C. Hollister, William J. Hack, George J. Knott and W. Fred Barnard. Clara J. Shepard is chairman of the hostesses.

The Old-Time Printers Association is composed of printers, writers and newspaper men who have been engaged in their respective lines for twenty-five years or more in the city of Chicago.

A change was made last month in the firm of Drake and Amico, 1018 West Harrison street, when T. A. Amico left the concern. His place was taken by Charles Miller, who has taken an interest in the company. The name of the company has been changed to Logan R. Drake and Company. A new 12x18 Miller unit has just been installed.

The December issue of BEN FRANKLIN MONTHLY told of the incorporation of the Regan Publishing Company and gave the address as 523 Plymouth court. The address should have been 26 East Van Buren street. There is no connection between the Regan Publishing Corporation and the Regan Printing House.

Brock & Rankin, bookbinders, announce that during the past year they added 25 per cent to their equipment and that they expect to occupy the entire building at 619 South LaSalle street within a short time.

J. D. Grant, for the past fifteen months salesman for Jahn and Ollier Engraving Company, has joined Pontiac Engraving Company in a similar capacity.

Fred Dinse, of Dinse-Page & Company, 725 South LaSalle street, is recovering from an operation performed the middle of last month.

J. L. Smith, of the Hawtin Engraving Company, who was injured through a fall last month, is able to be on the job again.

The bowling team of the Brock & Rankin Company, composed of Spravka, Hlavka, Thomas (captain), Zeman and Danitz, last month defeated the bowling team of M. A. Donahue & Co., made up of Hoffmaster, Barthlin, Danek (captain), Ritz and Hlub in a close game at the Bensinger alleys. The Brock & Rankin team won by five points. Both teams are ready to book games with bowling fives composed of employes in any branch of the trade.

"Ladies' Night" was held by the Chicago Club of Printing House Craftsmen, Friday, December 17, at Oriental Consistory hall, North Dearborn and Walton place. Several hundred persons attended. Music, dancing, cards and refreshments furnished divertisement. The affair was so successful it is planned to hold several more during the winter months.

George F. McKiernan & Co. last month purchased the private printing plant of Austin-Nichols Company, moving the equipment, which includes six presses, to its location at 430 South Green street. The McKiernan company only recently increased its capital stock from $30,000 to $60,000.

A. N. Forsythe, western sales manager of the Howard Paper Company, Urbana, Ohio, has just returned to his office in Chicago after a business trip to Minneapolis and surrounding territory.

James H. Sweeney, genial western manager of the Lanston Monotype Company, is being congratulated on his election to honorary membership in the Chicago Monotype Club.

Chicago Monotype Club will hold its annual dinner at the Hotel Morrison, Saturday night, January 29. The dinner will be followed by dancing.

B. H. Dunn, secretary of W. P. Dunn & Company, 725 South LaSalle street, is expected to return shortly from a pleasure trip to Panama.

The Workman Manufacturing Company, 1200 West Monroe street, has increased its capital stock from $100,000 to $250,000.

James S. Kirk & Co., manufacturers of soaps and perfumes, contemplate the installation of their own printing plant.

The Rapid Printers Roller Company has moved from 519 West Van Buren street to larger quarters at 440 North Halsted.

Officers of the Calumet Ben Franklin Club elected at the annual meeting held at the Hotel Hayes the night of December 21, were as follows: William McDonnell, re-elected president; Floyd E. Haas, elected vice president to succeed W. A. Stambach; David Dryburgh, re-elected secretary and Palmer Miner, elected to the newly created office of financial secretary. T. A. Danford was re-elected editor of the club's official publication "Starch." A business manager is to be selected later. Thirty persons were in attendance.

The school for apprentices maintained by the Typothetae division of the Franklin-Typothetae of Chicago in the Rand-McNally building, has added another instructor, and will shortly install considerable new equipment to take care of the sixty-five students now in attendance. This is an increase of twenty-five over last year.

Propaganda urging the use of the U. T. A. Black Book in estimating is being sent out by the Commercial Group of the Franklin-Typothetae of Chicago. This takes the form of broadsides and envelope stuffers and gives actual costs, showing how closely the Black Book figures correspond with actual costs.

H. R. Birt, formerly with the Shuman Advertising Company, has been appointed assistant field secretary of the Franklin-Typothetae of Chicago, to aid Field Secretary R. J. Tufts in the promotional work of the Chicago organization.

The Employing Trade Rulers' and Binders' Association of Chicago is distributing calendars to members of the trade. These emphasize the desirability of patronizing Franklin-Typothetae members and are attractive in every way.

James V. Boyle, formerly sales manager of the James P. Roach Company, has joined the selling staff of the Berkshire Company, and is calling on his many friends in the trade in the new guise of paper salesman.

Julius C. Kirchner, of Kirchner, Meckel & Company, 117 North Wells street, will leave January 24 for California, where he will spend the winter. He will be accompanied by Mrs. Kirchner.

New members taken into the Franklin-Typothetae of Chicago last month were the Roxbury Press, 509 South Dearborn street, and John C. Dvorak, 117 North Wells street.

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2 to 12 Pt. Size. Made from new Linotype Metal. Equal to the Best Foundry Material

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Chicago Printers Make Merry at Harvest Home Festival

Benjamin S. Herbert has sold his interest in the Ravenswood Press, Chicago, and has acquired the ownership of the *National Printer-Journalist*, to the publication of which he will hereafter devote all his time.

Mr. Herbert, or "Ben," as he is familiarly known to Chicago and Illinois friends, has a background of preparation for what is to be his life work, which is most unusual and peculiarly valuable. For 18 years he has been identified with the business management of a thriving printing and publishing business. As the editor of one of the best local newspapers in Illinois, there is no problem connected with the publication of a successful newspaper with which he is not familiar.

The new proprietor of the *Printer-Journalist* has been active in every movement that has affected the welfare of the community in which he lives. He was chairman of publicity in all of the war "drives" for the Twenty-sixth Ward, which has a population of 80,000 people; for eight years has been secretary of the Ravenswood Improvement Association, incorporated, handling the expenditure of $4,000 a year; for seven years has been president of the Wilson Avenue Y. M. C. A., with a membership of more than 2,000 men and boys, and a plant valued at $250,000. He is a member of several lodges and is a Knight Templar.

Mr. Herbert has always been an active member of printers' organizations, and especially of press associations. He is at present first vice president of the Illinois Press Association, treasurer of the Cook County Press Club and a member of the Suburban Publishers' Association. He has also been closely identified with the direction of the National Editorial Association. He wrote the new constitution and by-laws of the N. E. A., which instrument was adopted at the last convention without a dissenting vote. He has addressed several state and county association conventions.

H. H. Flinn will join the accounting department of the Franklin-Typothetae of Chicago, January 8, in the capacity of accountant. Mr. Flinn, who is the father of E. C. Flinn, chief accountant of the association, has been with the Charles L. Just Company for the last year, and previous to that was in charge of the accounting department of the Washington (D. C.) Typothetae. He is a practical printer and knows the printing business from the production side as well as the business side. The Franklin-Typothetae now has three accountants who rank as the best in association work. D. J. McGowan is the third accountant.

A joint meeting of the north, northwest and west side groups of the Franklin-Typothetae will be held February 28 in the Norwegian Club, Kedzie and Fullerton avenues, at which time Charles L. Estey and William H. Sleepeck will speak.

A labor and machinery survey is being taken by the Franklin-Typothetae of Chicago to determine the amount of equipment and number of employes in the plants of all members. R. W. Himmeland, a graduate of the University of Illinois, is in charge. The survey of the Franklin division has been completed, and it is expected the Typothetae survey will be completed the last week of this month. The information obtained will be used in the formation of a labor bureau.

R. J. Tufts, field secretary of the Franklin-Typothetae, was presented with a Christmas present of $25 by the Ad. Composition Group in appreciation of his services as secretary.

Who said printers can't forget a rush job for one night and, mingling with brother printers, enjoy themselves? Not those who were present at the Harvest Home Festival held in the West End Women's Club the night of December 8. Two hundred West Side, North and Northwest Side and Loop printers were on hand to enjoy the entertainment, dancing, doughnuts and cider and general all-around slam-bang good time. The picture at the head of this page tells the story. Nuf Ced!

ST. LOUIS

W. C. Howland

1005 Federal Reserve Bank Bldg.

Bookbinders employed in 16 shops in St. Louis have been on strike since Wednesday, December 15, to enforce the payment of back pay to September 1, incident to the signing of a new contract with the employers. About 40 men and 150 women and girls are affected by the strike. The differences of the other 1,000 or more bookbinders employed in St. Louis have been adjusted as to back pay and they did not join the strike.

It is said that all but 16 of the employing binders who renewed the old union contract, which expired September 1 last, and was ratified November 12, had given the retroactive pay, but the 16, against whom the strike was called, wanted to give back pay for only one month.

The Printers' League of America, composed of employing printers, which has a branch in St. Louis, has started a nationwide movement, through special committees of the organization in different cities against the 44-hour week or any movement by the employes for shorter hours that would tend to decrease production.

The members of the committee are R. T. Deacon, E. J. Schuster, F. W. Gorley, A. von Hoffman, D. J. Kerwin and G. B. Gannett. The plan of the committee had not been completed, but that part of the fund being raised will be spent for publicity. Von Hoffman said no fight was planned on the Typographical Union.

In a statement, the employers say their duty to the trade and the public in general is to give the greatest production for the least cost, and it was the hope that all branches of the industry, including employes, would realize the necessity of increased production and general efficiency in order to replenish the diminished stores of the world.

The statement says in part:

"During the world war 'Production' was the watchword of the day and 'Speed up' the slogan. For the pendulum to swing in the opposite direction was the inevitable result. It is now believed that the slowing down process has reached its peak and some definite and fixed action is necessary to enable the production to reach its prewar status.

"The printers feel they have a duty towards the buying public, and that duty is principally to give them the greatest amount of production at the least cost. Without the printers modern business would be at a standstill; education would cease and a large part of our modern structure of civilization would fall to the ground. Advertising, the life blood of any selling organization, would cease to flow and the proper recording of all business, both private and public, would be impossible if the printers suddenly, overnight, ceased to exist.

"We read that in the battle-torn section of Europe the conservative element see the necessity of increasing production to replenish the storehouses of the world, and the cry is not for shorter hours, but a longer work week. In some cases it is understood that the employe is working eight hours for himself daily and one or two hours for the government, thus contributing his share to the general welfare of the country at large. While, of course, such an action is not necessary in this country, the general tendency towards slowing-down is apparent to all students of national conditions.

"It is hoped that all branches of industry will see and appreciate the necessity of more and better production, and rapidly bend their efforts to replenish the stores of the world."

The home of Brint R. Byerly, connected with the American Type Founders Co., in Clayton, St. Louis County, was entered by thieves through a side window recently and robbed of three hand bags, while the family was entertaining guests in another part of the house. About $50 in money was also taken.

What makes a

"Crackerjack"

Job of printing?

Good presswork, careful make-ready, high quality paper, exacting lockup, and A-1 composition.

You can turn out a "crackerjack" job the same as Smith across the hall. Your pressmen are just as efficient, your lockup as careful and your ability to purchase the right quality of paper the same as his.

All that remains is the composition—the foundation of a good job.

The members of the Trade Composition Association of Chicago are equipped to provide you with the soundest foundation. Hundreds of Chicago printers and printers outside of Chicago will testify to the ability of Chicago plants to set composition as it should be set—to the satisfaction of the customer, the printer and the typesetter.

Anyone of these firms will meet your requirements

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Chicago Typesetting Co....727 So. Dearborn St.
Empire Linotyping Co.....730 N. Franklin St.
Englewood Typesetting Co.....540 W. 63rd St.
Geo. C. Jager, Typesetting..508 So. Dearborn St.
Kerr-Whitmire Typesetting Co..732 Sherman St.
Kilgore Linotyping Co.....326 W. Madison St.
Chas. L. Just Typesetting Co...218 So. Clark St.
M. & L. Typesetting Co.....
.....4001 E. Ravenswood Ave.
Mathews Typesetting Co.....626 Federal St.
Perfection Linotyping Co...720 So. Dearborn St.
Quality Typo Co.....542 So. Dearborn St.
S-K-H Typesetting Co.....149 W. Ohio St.
Smith-McCarthy Typesetting Co.....
.....508 So. Dearborn St.
Standard Typesetting Co.....701 So. LaSalle St.
Superior Typesetting Co.....732 Federal St.
Walden Typesetting Co....720 So. Dearborn St.
Western Linotyping Co....431 So. Dearborn St.
Woodlawn Typesetting Co.....1221 E. 63rd St.

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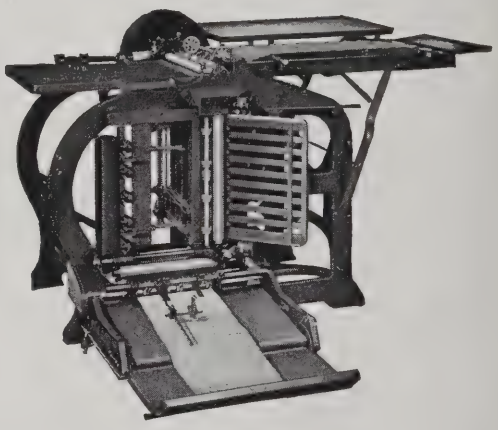

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CYRIL C. MEANS
General Secretary

The Franklin-Typothetae of Chicago

Rooms 1143-1146 Monadnock Block

Telephone Harrison 6392

Comprising
Franklin Division
Typothetae Division
Machine Composition Division
Blank Book, Loose Leaf and Rulers Division

Printing Trades Credit Association
C. I. Kagey, Secretary

Means Resigns as Chicago Secretary; Will Manage C. L. Just Typesetting Co.

CYRIL C. MEANS, who has been general secretary of the Franklin-Typothetae of Chicago since April 1, resigned from that position January 1 to become manager and stockholder in the Charles L. Just Typesetting Company, 218-220 South Clark street, Chicago. On his taking over the Just plant the name was changed to "Trade Plant, Typesetters." Charles L. Just, former manager of the plant, has left the firm and will take a vacation before resuming business activities. His future plans have not been announced as yet.

Mr. Means, prior to becoming secretary of Franklin-Typothetae, held the position of assistant sales manager of the Lanston Monotype Machine Company, Philadelphia. He is thoroughly familiar with the typesetting industry through his experience with the Lanston company and before that as operator and later superintendent for the Walden Typesetting Company, Chicago.

While secretary of the local association, Mr. Means made an enviable record, many new departments having been started, a number of new members added and general activities of the organization speeded up. His new position offers greater opportunities and he will in time assume complete ownership of the "Trade Plant."

The good wishes of the Chicago trade go with him in his new position. No successor has been chosen to take the place of Mr. Means as yet, although a number of applications have been received and are being considered by a special committee.

Meetings of the Next Month

Ways and Means Committee, January 3-17-31.
Catalog Group, January 4.
Program and Entertainment Committee, January 7.
Trade Matters Committee, January 10.
North Side Group, January 10.
Ad Composition Group, January 11.
West Side Job Group, January 11.
Executive Council, January 13-27.
Trade Rulers and Binders, January 13-27.
Education Committee, January 14.
Blank Book and Loose Leaf Division, January 18.
Calumet Group, January 18.
Credit Committee, January 21.
Label Group, January 24.
Northwest Job Group, January 24.
Law Group, January 25.
Commercial Group, January 25.
Cost Committee, January 28.
Central Job Group, January 28.
Trade Composition Association, January 4-11-18-25.

Peabody & Wetmore Directors to Meet

January Meeting of Chicago Association to Furnish Novelty

THROUGH special arrangements, the members of the Franklin-Typothetae of Chicago are to be permitted to attend the Officers' and Directors' Meeting of the firm of Peabody & Wetmore Co., Inc.

The directors of the firm will meet to consider and discuss important policies for 1921.

The company, originally a partnership, found it necessary, after adopting Franklin-Typothetae methods, to increase its capitalization and facilities, and today ranks as one of the foremost corporations in the printing industry of America. For this reason, this meeting is of great significance.

Thomas Peabody, chairman of the board, does not give active attention to his business, leaving this to subordinates, while he enjoys travel. Mr. Peabody will, however, be present and preside at this important meeting. James Wetmore, president, will be present, and assist his old time partner in the affairs of the meeting.

Contemplating the many problems confronting the printing industry for 1921, the following officers of the firm have been especially asked to present definite suggestions and policies for the coming year: The vice-president, in charge of purchasing; the vice-president, in charge of sales and publicity; the vice-president, in charge of production; the secretary-treasurer, in charge of finances.

This meeting will afford every employing printer in Chicago an opportunity to hear first hand what a group of successful business men will have to predict for 1921, accompanied by suggested policies for the profitable management of a printing business.

The meeting will be held Thursday, January 13, at the Chicago Real Estate Board, 57 West Monroe street.

Peppery Paragraphs

A printer needs to be in his best form when he has a press of work.

"Birds of a feather flock together." Do the best work in town and see if the worth while trade does not flow to you.

The man who wrote this wise saying, "The good is the enemy of the best," must have been a printer—always room at the top in the printing business.

There are scads o' folk in this old world who will sit up and take notice when they get an artistic job and human treatment. If you do not believe it, try it out.

CHAMPLIN LAW PRINTING COMPANY
Wm. C. HOLLISTER, PRES.
BRIEFS
172 Washington St.—Main 1243

General printers are sometimes asked to advise lawyers which plants specialize in brief printing.

Your legal friends can be referred to Champlin's with the assurance that their abstracts, records and briefs will be printed properly and filed or delivered on time.

Not a line of anything except legal printing is printed by Champlin. Capacity one thousand pages daily.

Member Law Printers' Division, U. T. A.

What the Leaders Say About 1921

Continued from page 21

by the aid of direct-by-mail, straight-to-the-point selling copy.

Advertising agencies report a restriction in publication advertising, but in many instances increased appropriations—the increase being diverted to direct mail advertising. This means increased business for the printer.

Printers can view with encouragement the coming year. The business is there, plenty for all, if they will only—*Add a Step.*

Law Printers' Outlook Bright

By Theodore Hawkins

Chairman Law Printers' Division, U. T. A.

THE year just closing has been a very fruitful one for the law printers throughout the country, and our branch of the industry has shown a steady, healthy growth, according to reports received at our headquarters. The outlook for the coming year is very bright and law printers should not reflect the present so-called general business depression, owing to its short duration. Our good old U. S. A. has just slowed down to get her second wind and when she gets it, she will be off again at top speed, so oil up and be ready or you will be left at the post. With the constantly increasing interest being shown in our special division the results will surely be manifested in improved conditions in this branch of the industry during the coming year.

MONITOR
Quality, Speed, Service

Monitors Keep Pace With Shop Demands

Strength

Simplicity of Operation

Adaptability To All Shop Needs

Long Continuous Service

To put a Monitor at work on any job in your shop is to be certain that you will have that job done in the best manner and at the lowest possible cost.

Investigate Monitors

Stitchers, Perforators, Punching Machines, Paging and Numbering Machines, Tab and Indexing Machines, Round Corner Cutters, Creasing and Scoring Machines, Bench Lever Embossers, Standing Presses, Board Shears.

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CLEVELAND AND NORTHERN OHIO

Elaborate plans are being made for the annual Ben Franklin dinner-dance to be held January 17, 1921, by the Cleveland Graphic Arts Club.

It is planned to make this the largest affair of its kind ever held by the organization and President Carl F. Lezius and Secretary-Manager David Stockslager are making early arrangements.

President-Elect Warren G. Harding has been made an honorary life member of Marion (Ohio) Typographical Union No. 675.

The offices of the Toledo Typothetae have been moved from the Nicholas building to 407 Meredith building.

A conference of the Ohio Typographical union will be held in Marion, April 9 and 10.

S. R. Southard

Mr. Southard, who is president of the Columbus Typothetae, has done much to place that organization on a high level among local associations.

Reporting on the educational work being done by the organization, Secretary Stockslager states that there are now 120 students enrolled in the classes, sixty of these in the estimating class and sixty in the cost finding course. The classes are being conducted in the club rooms of the association. The estimating class is under the instruction of H. J. Bross, general manager of the O. S. Hubbell Printing Company of this city. Mr. Bross taught the classes in estimating last year, and this, together with his experience as an estimator, well qualifies him as an instructor.

W. G. Chandler, cost accountant for the association is teaching the cost class, and is a very competent instructor. The classes are well attended and demonstrate the interest that is being taken in the educational work. It is requested that the members of the Graphic Arts Club who cannot attend regularly and do not care to enroll as students will be welcome whenever they wish to drop in and hear the talks and discussions.

The club held its first regular monthly meeting for the winter season Thursday evening, December 9.

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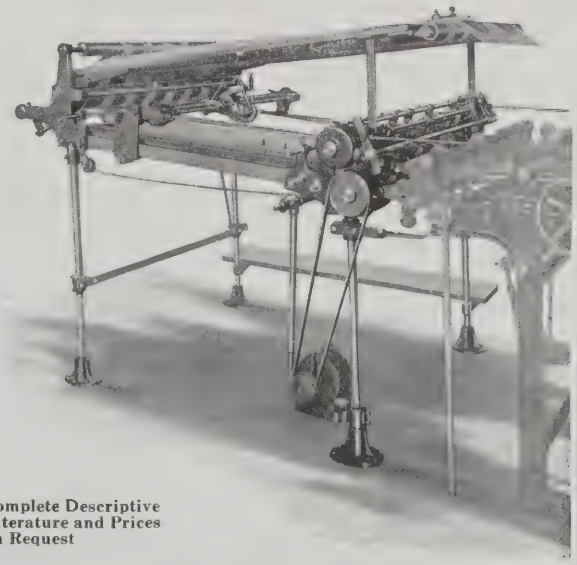
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12 PAGES — 11 x 16
NOW ON PRESS
PRICE 50 CENTS

The large demand for the first edition of our copy estimating chart exhausted the supply; it made a big hit with copy writers & layout men over the country

Revised chart shows 110 Linotype and 150 Monotype faces (machine set) from 5 to 18 point and sixteen series of Monotype display faces (handset) 14 to 36 point inclusive

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IF YOU DON'T LIKE CHART

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Typesetting Company at
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Men in the Trade

OUT in the Rocky Mountain district—Denver, Colorado, to be exact—one finds not only beautiful scenery and wealth and health, but printing plants that rank with any to be found east of the Mississippi. Which brings us to the subject at hand—Charles M. Welch, president of the Welch-Haffner Printing Company, Denver.

CHARLES M. WELCH

Mr. Welch, like many others in the industry, first got his smell of printers' ink in a newspaper plant and like all others who have once heard the call of "copy" resound across a City room, experienced the feeling of being at peace with the world as soon as the last form has gone down and then felt the thrill of newsboys crying "pay-pa," he has never lost his interest in his first love.

But, unlike so many of these others, he was wise enough to get out of the game that demands everything and gives little in return, and, turning his face westward from his native town of Syracuse, N. Y., finally landed in Pueblo, Colorado, a little over seven years ago. Perhaps it was not so much wisdom as a kind fate that caused him to forsake the lure of the newspaper field, for he originally went to Colorado because of throat trouble. Just to show he could do other things besides write and edit copy, he surprised Pueblo by building twenty-seven houses in thirty months to make a market for a tract of 296 vacant lots that had been held in his family since the boom days of 1889. Finally, the all-pursuasive odor of printers' ink, becoming too overpowering, he succumbed, but to the commercial printing game.

The Brock-Haffner Press company was organized by him from the old Williamson-Haffner Engraving and Printing Company, which had been famous all over the country for its halftone and color-plate engraving and color printing. Early in 1920, Mr. Welch purchased control of the Brock-Haffner company, of which he had been vice-president and general manager, and became president, when the corporate name was changed to the Welch-Haffner Printing Company.

Whenever or wherever there is something happening of interest to the printing industry, there you can always find Mr. Welch. He realizes that his own success can only be measured and increased by the success of his fellow printers and he is therefore always willing to give of his time or money to increase the desirability of printing as a business and life profession. His interest in his own plant is likewise interest in his employes, one of whom has said: "Charles M. Welch is a quiet ex-newspaper man who has hammered a disorganized printing plant of moderate size into a big, successful organization.

"He is not a talker. Although mixed into as many business meetings as any business man, he has not made himself conspicuous. Yet he has rapidly come to the forefront among the business men of Denver. He has recreated what has now become the Welch-Haffner Printing Company. He has done it by modernizing and fully equipping a plant that previously had more floor space than machinery. He has surrounded himself, as Carnegie did, with the highest class men he could find. They have had free rein to make the most of their departments and have developed under responsibility into a remarkably fine staff.

"Welch put the plant in position to deserve the very best printing patronage of Denver. Then the organization went out after business, got it, and held it."

Typographical Union Refuses Increase to President

RESULTS of the referendum vote on the propositions submitted to the general membership by the Albany convention of the International Typographical Union are as follows:

Proposition 1—To transfer to its proper place in the constitution, section 15 of the by-laws regarding the mortuary benefit. For, 41,356; against, 5,195.

Proposition 2—To increase the salaries of the president and secretary-treasurer to $10,000 a year. For, 11,712; against, 35,444.

Proposition 3—To make the compensation of unsalaried officers and members performing work for the international union not less than $10 a day. For, 29,952; against, 1,735.

Proposition 4—To increase the per capita tax ten cents a month for the benefit of the Union Printers' home. For, 29,952; against, 17,365.

When you want a good, medium priced bond paper, loft dried and rag ingredient, we recommend

MARINE BOND
(WATERMARKED)

Carried in stock, white and six colors, all sizes and weights. Colors stocked in No. 16 and No. 20 substance, 22x34, 24x38 and 28x34.

Swigart Paper Co.
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Co-operation

stands for something more than a word in the Dictionary. Let the members of the Employing Trade Rulers' and Binders' Association of Chicago PROVE it to you.

You co-operate by sending your trade ruling and binding to the following members of The Franklin Typothetae of Chicago and they will co-operate by turning out the finest class of work possible AND at fair prices.

Once you have tried them no other ruler or binder will ever touch your work.

They Convince

Directory of Members

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J. A. Burrows & Co. . . . . 310 S. Canal St.
Caxton Ruling Co. . . . . 508 So. Dearborn St.
John H. Daly . . . . . 300 W. Grand Ave.
C. J. Farwell Co. . . . . 626 So. Clark St.
Gould & Eger . . . . . 157 W. Monroe St.
J. L. Harding Co. . . . . 102 N. Wells St.
Harris & Walker . . . . . 167 W. Monroe St.
C. F. Kuhlow . . . . . 714 So. Dearborn St.
Fred C. Laukert . . . . . 712 Federal St.
Harry F. Little . . . . . 521 W. Monroe St.
Mortell & Co. . . . . 626 Federal St.
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United States at Large

Final steps have been taken to organize the Iowa Press Co-operative Association, which will enter the field to buy and distribute news print to newspaper members. Articles of incorporation have been approved and filed. The association expects to buy and distribute at least $200,000 worth of print paper during the next year. The new association is capitalized for $20,000 paid in. Headquarters will be at Ames, Iowa. The first board of officers and directors is as follows: President, E. J. Feuling, New Hampton Tribune; vice-president, J. C. Gillespie, DeMars Sentinel; secretary-treasurer and manager, G. L. Caswell; directors, O. E. Hull, Leon Reporter, and George C. Tucker, Webster City Freeman Journal.

A vocational school for the training of printers will be started in Galveston, Texas, under the supervision of the Houston-Galveston Typothetae and the Typographical Union. Equipment is being ordered and the school is to be started as soon as it arrives. The training will be open only to printing apprentices, in accordance with the Smith-Hughes law, which gives the opportunity only to those boys actually engaged in the printing industry. The Galveston school will be a great aid to the southeastern portion of the United States. Houston is already operating a vocational school for printers.

The 22-story Printers' Craft building, occupying the block front on the west side of Eighth avenue, between Thirty-third and Thirty-fourth streets, New York City, was sold last month to Franklin Pettit on one bid of $232,000 over three prior liens amounting to $2,425,000 and interest. A syndicate of tenants is said to have made overtures to buy the property.

Officers elected last month by the Houston-Galveston Typothetae are: President, E. C. Wilson, Houston; first vice-president, W. J. Knapp, Galveston; second vice-president, D. J. McRaven, Houston; secretary, F. W. Erhard, Galveston.

Mexican printers of San Antonio, Texas, last month formed a Spanish branch of the San Antonio Typographical Union.

The Ada Evening News, Ada, Oklahoma, has installed a new Duplex perfecting press.

Always On the Job

Morris T. Davidson

Mr. Davidson is president of the Louisville Typothetae and one of the hardest workers in the South, where he holds front rank among leaders in the printing industry.

The Oklahoma Press Association will meet in Oklahoma City Friday and Saturday, January 7 and 8. The annual convention of the association will be held at El Reno, Oklahoma, May 13 and 14, at which time officers will be elected.

Union printers in Terre Haute, Indiana, last month formed a social organization to be known as the Printers' Progressive Club. John Wilson was elected temporary chairman, and John Prechtel, acting secretary.

John McParland, president of the International Typographical Union, was a recent visitor in Little Rock, Ark. While there President McParland made the statement that "There is less unemployment among printers than in any other trade."

The Henry Current News is the new name for the old Henry Times, published at Henry, Ill. The publishers of the old "Times"—J. S. Burt & Son—have been succeeded by J. E. Carlson. The name was changed December 2.

Brainerd, Minn., is to have a new magazine devoted to the summer resorts adjacent to that section of Minnesota. Publication will begin within the next month. The magazine will be known as "*Minnesota Lakes.*"

The Call, Du Quoin, Ill., has installed a new web perfecting press.

J. J. Benz, formerly superintendent of the Foley Railway Printing Company, Wichita, Kansas, has joined R. S. Griggs in the formation of a new printing company in Parsons, Kansas. The company will be known as the Commercial Publishing Company, and will take over the plant of Mr. Griggs in the Sun building. This will be greatly enlarged and a bindery added.

The Hutchinson Office Supply and Printing Company, Hutchinson, Kansas, has purchased a new site for its printing plant in the 100 block on Avenue B east, south of Sylvan park, that city. The new site is 132 x 185 feet. George Hausam, president of the firm, declares it is the intention of the company to erect a modern building, but the date is still uncertain.

A state printing office is advocated for Iowa, to be established at the state college at Ames. The plant, if established, will be made a department of the state college and will also serve the purpose of a training school for those wishing to learn the art of printing. The movement is backed by the Iowa Press Association.

A new corporation to manufacture gas governors for typesetting machines was capitalized last month in Utica, N. Y. The company will be known as the Partlow Corporation. Howard W. Partlow, machinist in the composing room of the *Utica Daily Press*, is inventor of the device and one of the incorporators.

A new printing company, known as the "Southern Industrial Publishing Company," was incorporated for $10,000 last month in Milledgeville, Ga. The company plans to carry on a general printing and publishing business, and will open offices in Macon, Augusta and Atlanta.

The Dick Spicker Printing plant, Beardstown, Ill., located for several months on Washington street between Main and Second streets, last month moved to a new location on Main street.

Equipment necessary to make a modern print shop of the plant at the Chillocco Indian school, Chillocco, Oklahoma, will be installed, according to Cato Sells, Indian commissioner.

Fire last month caused a slight amount of damage to the plant of the Menasha Printing & Carton Company, Menasha, Wisconsin.

The Leader, Chariton, Iowa, has added an automatic feeder to its job plant, said to be the first in Lucas county.

The Times-News Company, Connersville, Ind., is adding new equipment, and will move to a new location.

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DETROIT

W. C. Richards

R. E. McCoy last month bought out Thomas Walsh, junior partner in the firm of McCoy-Walsh Printing Company, Battle Creek, Mich., and will run the plant under the name of the McCoy Printing Company in the future. Mr. Walsh left December 20 for Los Angeles, where he will enter another line of business. Mr. Walsh had been a member of the firm for six years. The business was founded originally by Mr. McCoy.

Cost installations recently have been completed for the Times Printing Company and Williams & Houghton, and installations are now in progress in the plants of M. V. Brown & Sons, L'Imprimerie Franco-Canadienne, Ltd., Ritter Printing Company, Logan-Dale Printing Company, Presto Press, Standard Composition Company, Liberty Printing Company, Herald Printing Company, Westcott Paper Products Company and Northwestern Printing Company.

December visitors to Detroit included Fred W. Gage, treasurer of the U. T. A.; Joseph A. Borden, former general secretary; F. H. Bird, assistant director of the Bureau of Industrial Relations; Frank M. Sherman, director of the Bureau of Specialized Branches; G. E. Phillips, field secretary of the sixth district; E. L. Davis, secretary of the newly organized Montreal Typothetae; George N. Voorhees, U. T. A., Chicago; Frank R. Wilke, Milwaukee; Fred High, editor of "Billboard."

Father Time left a new manager on the steps of the Typothetae-Franklin Association of Detroit, while he was leaving a new year on the front veranda of the world.

F. W. Randolph, after a nine months' tenure, goes to Chicago to become field secretary of the United Typothetae of America, and Don V. Gerking, former director of the organization department of the U. T. A., comes from Chicago to take the Detroit desk. Both have been unsparing in labor, accomplishments indicate.

When Gerking took hold of the organization work at the Chicago office 50 associations were allied with the U. T. A. He has added 80 in his administration. Seventy of the organizations founded or reorganized show annual local budgets totaling $525,000. The printing company membership of the U. T. A. has increased in the same period from 3,127 to 5,100. Standard educational courses to the number of 2,700 were sold. 700 weeks of cost system installation work done, and 1,200 cost systems were installed.

Don V. Gerking

One achievement of particular moment was the organization of Canadian cities. During the last six months of the Gerking regime associations were organized in Vancouver, Okanagan Valley and New Westminster, British Columbia; Toronto, Montreal, Ottawa, Winnipeg and Quebec City. The Toronto and Montreal associations are the largest, the former with 87 member firms and Montreal with 78.

Mr. Randolph has been responsible for the following progressive steps in his nine months' Detroit residence:

Launched a plan to procure, register and rotate apprentices by carrying an educational campaign on the printing business into the schools.

Increased active membership of the Detroit association from 81 to 106.

Formed catalog and platen groups.

Organized cost system class of 43 students.

Started used machinery and paper exchanges.

Mr. Gerking's place in Chicago is taken by J. W. Wallace, former secretary of the combined fifth and eighth districts of the U. T. A.

Fifty-six men and women joined a cost finding class organized December 9.

A reliable weather vane showing the way of the wind in the printing business in Detroit is provided by the following figures gathered by the Typothetae-Franklin Association and plainly indicative that with business in general at a low ebb printing naturally is not going along as usual in Detroit at least.

Apart from the printing trade, 79 manufacturing companies of the city, which are allied with the Employers' Association, and which claim to employ two-thirds of the working mechanics in Detroit, had an average working force in March of 202,000. The same plants now announce that reductions over the intervening months have cut this force to a daily average of 122,121.

In view of this fact—the circumstance that in the eight months' period 79,879 men were thrown out of work leads one to assume that holiday stories telling of enormous sales by department stores was cooked-up optimism, in a measure, put out for their physchological effect. Crocodile tears, with reverse English.

Thirty-five representative firms offered themselves as the basis for test in the Typothetae Association's compilation of a labor index, and 21 firms provided the statistics for a chargeable hour or sales index. The various firms in the census were of varying size and class of production.

The labor index, showing the decreasing number of workers in the composing rooms, pressrooms and binderies of the 35 firms reporting, follows:

Month—	Composing room	Press room	Bindery
April	339	330	382
May	337	321	386
June	324	319	368
July	307	300	367
August	302	302	369
September	302	292	349
October	304	276	325
November	278	257	316

Nine of the firms reduced hours during November, the work-week being shaved from 48 to 41 hours.

The sales index, showing the number of chargeable hours sold in each department by the firm's co-operating in the investigation, is:

Month	Hand comp.	Platen press	Cyl. press	Fold-ing	Bind-ery C	Bind-ery D
April	11,669	9,773	7,061	1,326	2,007	13,022
May	11,961	10,167	7,562	1,359	2,151	13,885
June	11,810	9,508	7,581	949	2,046	12,761
July	9,940	8,363	7,087	1,005	1,485	10,431
August	10,487	8,504	7,924	1,041	1,710	11,499
Sept.	10,040	8,379	6,350	1,549	2,427	9,615
October	8,761	7,004	5,331	1,181	1,005	6,902

Job compositors of Detroit are asking a new wage scale of $60 a week, as against the prevailing wage of $44.55, and proponents and opponents of the increase are now being heard by Judge Thomas M. Cotter, as arbitrator, in municipal court.

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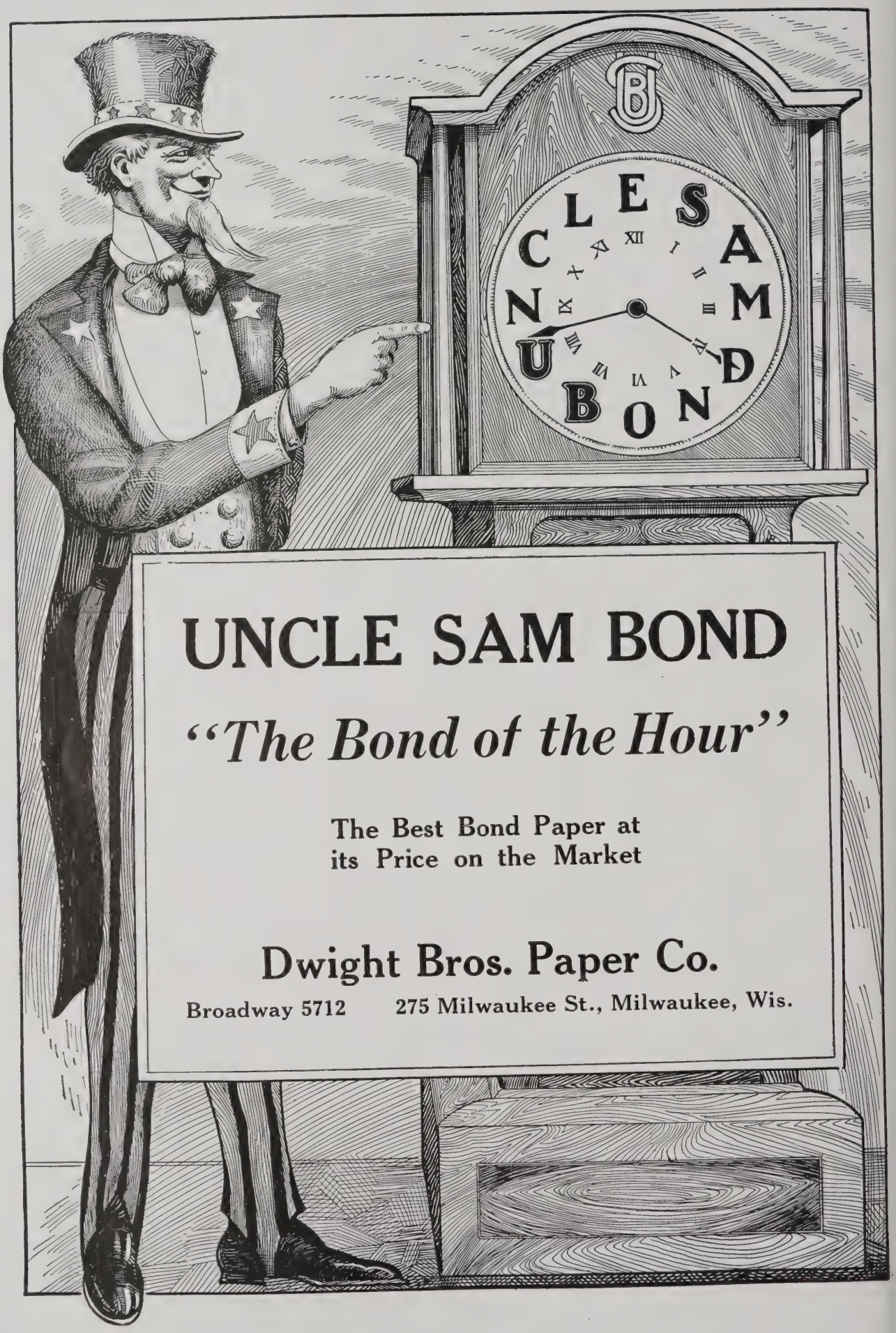
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MILWAUKEE and WISCONSIN

A survey of conditions in printing plants throughout the territory from Shawano to Gladstone and west as far as Iron Mountain, has been started by George B. Vierling, field representative of the U. T. A. The purpose will be to show the individual gains or losses during the past year in each plant.

A new corporation, the Freeman Printing Company, has been organized in Waukesha to take over the three papers, the Freeman, Daily Herald, and Dispatch, under the name of The Freeman. This paper will be issued morning and evening.

A resolution condemning the 44-hour week was passed at the meeting of the Fox River Valley Typothetae, held in Green Bay, January 4. President R. C. Meyer presided. The next meeting will be held February 1 at Manitowoc.

The Wisconsin Inter-Collegiate Press association met in Milwaukee December 3 and 4 as guests of Marquette university and Milwaukee-Downer college. Twelve state colleges and universities were represented.

Fire last month caused $25,000 damage to the Milburn & Scott printing plant at Beatrice, Nebraska.

Standing committees of the Milwaukee Typothetae, announced late last month, are as follows:

Membership—George Bollow, Charles Dietas, Elmer Arnold, Lorin Blanchard, A. M. Muellner. Educational and Cost—Rudolph Haesseler, H. W. J. Meyer, Fred Voght, Nic. Meuser, H. H. Coleman, Charles Hayward. Sales Division—Ed. P. Hoyer, Carl Moebius, Rudolph Meisenheimer, Charles Dietas, George Weber, Ferd. Aumueller, W. A. Greene. Credits and Collections—Carl Moebius, Harry Crandall, Charles Gillett, Oscar Loewenbach, Ed. Schmidt, George Bulfin. Trade Matters and Divisions—Charles Buehler, Silas Kortmeyer, Charles Dietas, Al. Braband, William Heller. Publicity—F. G. Cramer, Charles Gillett, William H. Weber, Herman Beyer, Charles Hayward. Industrial Relations—Nic. Meuser, Ed. P. Hoyer, Fred Voght, A. V. Fitzgerald, Henry Towell, B. J. Cannon. Finance and Budget—Charles Gillett, Frank Wilke, Elmer Arnold, August Wetzel, Charles Buehler. Entertainments and Trade Exhibits—Oscar Loewenbach, George Bollow, Charles Heinrichs, Carl Moebius, Al. Braband, Frank Van de Kamp, Herbert Fuhry, Fred Vogt. Statistical—Carl Moebius, H. W. J. Meyer, Herman Brumder, Henry Wheeler. Legislative—F. G. Cramer, Frank Wilke, Charles Dietas, Ed. Meisenheimer, Rudolph Haesseler. Price Book—Charles Dietas, E. C. Wilson, Alonzo Fowle, Jr., Robert Burton, Charles Radtke. Business Counsel—W. A. Greene, George Moss, Paul Hammersmith.

The December meeting of the Milwaukee Typothetae was held at the Hotel Pfister, December 7, with Charles Gillett presiding. Speakers included Charles Dietas, President M. C. Rotier, Frank R. Wilke, H. C. Berndt, Fond du Lac, vice president of the Fox River Valley Typothetae; W. N. Tracy, secretary of the same organization, and Oscar Loewenbach.

Committees appointed last month by President R. C. Meyer, of the Fox River Valley Typothetae, to carry on the work for the next year, are composed as follows:

Cost Committee—H. C. Berndt, Fond du Lac, chairman; J. Kolde, Appleton; John Stuebe, Green Bay, and J. S. Brandt, of Manitowoc.

Industrial Relations Committee—H. Massey, Green Bay, chairman; A. E. Schaar, Fond du Lac, and Rudolph Hoffman, Oshkosh.

Publicity and Advertising—E. W. Schmitz, Fond du Lac, chairman; Miss C. A. Bloom, of Neenah, and Don Little, of Menasha.

Entertainment Committee—Clara Gegler, Green Bay, chairman; C. Roemer, Appleton; George Harrington, Oshkosh; F. C. Klebs, Fond du Lac; Ed McMurchie, of Neenah, and W. F. Brandt, of Manitowoc.

After May 1 the commercial and job printing plants of Kenosha will go on the 44-hour week basis. Newspaper plants will remain on the 48-hour week schedule. Recent demands for increased wages made by Kenosha Typographical Union were compromised at a meeting of the union held December 15. The compromise carries with it an increase, but not in proportion to the demands of the workers.

The "Sick Print Shop" will be presented to Milwaukee printers within the next few weeks by the same cast of Chicago printers that presented the play in Chicago, St. Louis, New York and Detroit. The exact date will be set within a few days.

Manitowoc will be the scene of the first annual meeting of the Fox River Valley Typothetae to be held early in March.

CHARLES S. UTZ, President and Treasurer WALLACE P. ALLEN, Vice-President and Secretary

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India
25x38—60, 80
28x42—74, 99
32x44—89, 119

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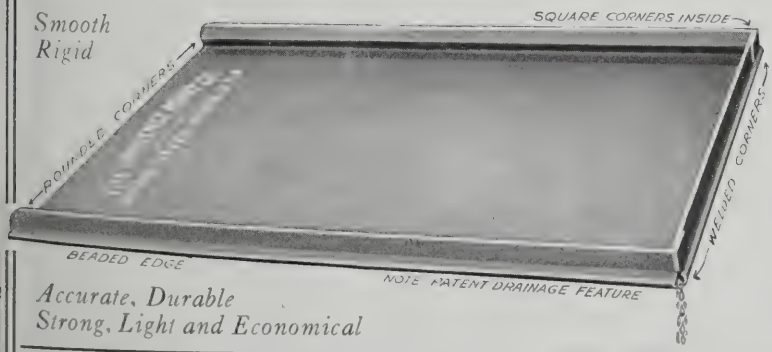

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By WILLIAM C. HOLLISTER, President Champlin Law Printing Company

A SURVEY recently made by Secretary Frank M. Sherman, of the Law Printers' Division of the United Typothetae of America, revealed the fact that Chicago has higher wage scales for the various classes of printing house workmen necessary to produce lawyers' abstracts and briefs than any competing city in the Middle West.

Another fact brought out in bold relief by the survey is that the selling price of briefs in Chicago—$1.50 a page—is lower than prevails in cities paying from one-fourth to one-third less wages than Chicago is paying.

It is not so long ago that many Chicago printing concerns accepted orders for briefs and abstracts, turning them out with miscellaneous catalogues and booklets, with but little regard to production costs. The selling price per page was a fairly well-defined figure, and few printers questioned it.

But with the advent of cost accounting methods one printer after another discovered that briefs could not be printed in plants doing a general line of work except at a distinct loss, varying in amount according to the volume of the work handled.

Brief printing then took its place as one of the specialized features of the industry, and today no general printer attempts to produce this class of work, nor could he do so profitably if the selling price was twice what it is.

Less than a half dozen Chicago houses now print briefs; several of these can turn out a thousand pages a day. The nature of the work is such that two shifts of Linotype operators are required most of the year, and three shifts part of the time. Copy in the late afternoon, bound copies to be filed with court clerks before nine o'clock next morning, frequently necessitate complete working forces every hour of the twenty-four.

The composition is done by the piece, and several operators in the Champlin plant, a section of the Linotype division of which illustrates this article, frequently have weekly "strings" measuring more than 400,000 ems. Sound-proof booths for proofreaders, close to the type-setting machines, help to eliminate lost time between machines and presses. Automatic equipment feeds great pigs of metal to the machines, and molten lead flows through other devices constantly, casting material for "spacing out" the made-up pages before they are printed.

A meeting of the executive committee of the Law Printers' Division of the U. T. A., has been called by Chairman Theodore Hawkins, of Hawkins & Loomis, for January 10 at Chicago; W. Fred Barnard, of Barnard & Miller, and the writer are the other Chicago members of the committee. Unless plans can be carried out for obtaining the co-operation of the courts and the bar associations in the movement to standardize the sizes and styles of briefs and abstracts, selling prices must be advanced at least 25 per cent, and even then Chicago litigants will be paying less for their briefs, considering Chicago's high wage scales, than those of any large city in the country.

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Master Craftsmen Require Fine Tools

THE mists of evening were settling down on a great city, street lights twinkled and electric signs sparkled and flashed above and on all sides as the pleasure-bent crowds moved steadily on—a constant stream of humanity. Here and there, leisurely drifting with the human mass drinking in the sights and sounds so dear to every city dweller and so novel to the rustic, moved the promenaders with no particular objective in mind—merely going some place.

Ahead, the stream of humanity swerves to the right; our progress is blocked by a large crowd which has gathered around a lone individual. He stands on the steps with his back against the wall of a great, gray stone public building; in his hands is a violin. His hat rests on the step beside his feet—he is blind. He commences to play and the strains that reach our ears are of the soul stirring "Marseilles." He plays on, choosing selections from our famous operas and compositions of the great masters.

He possesses talent and handles his bow with the skill and technique seldom surpassed on the concert stage but as he endeavors to attain the crescendos, as he strives for expression, where expression is most wanted, his instrument refuses to respond to the manipulations of his skilled fingers and trained brain. His is a cheap violin. It was never made for any purpose other than the fiddling of a mediocre musician.

We learn he is from Russia and has been a rising concertist. His skill has evoked the applause of the most appreciative audiences of his native land prior to first, blindness, and later, sickness overtaking him. Now he is grateful for the nickels and dimes that are cast into his hat. And, as we consider the sad plight of the master violinist and the cheap violin, another thought flashes into our minds — of a printer, perhaps you know, once noted for his fine work, now considered merely good. This printer is clever with ideas, knows his business from A to Z and has produced many excellent pieces of printed matter. However, competition of the keenest nature has caused him to seek business that requires close figuring and low bids. Like most printing buyers who demand a low price on their printing, his customers have little idea as to the processes involved in producing their printed matter, of the value of the proper paper to be utilized. To such buyers, paper is merely paper. They are incompetent to judge a printing job by its final appearance. If it looks good, that is sufficient. They don't consider how much better the job might have appeared had it been printed on the proper paper, how much clearer the details of their halftones and line cuts would have been portrayed and how much more goods a well-printed catalog would have sold.

A good judge of printing would have detected the difference. It would have been the violinist and the cheap fiddle all over again.

A master craftsman must have fine tools with which to produce. Technique, talent, skill—matter little if he lacks the essential means with which to interpret them to his audience. The continual striving for the proper interpretation on an instrument that fails to respond, eventually causes discouragement and he sinks down, down, down, to failure and oblivion.

—Diem & Wing Chats.

Printers Aren't the Only Ones

I KNOW A MAN
Who thinks Printers are Crazy
And just to prove They are Crazy
Whenever he needs Any printing
He writes to Half a dozen Printers
And Asks them to Quote.
The other Day he had a Job
And So as usual he wrote for Bids.
The Lowest bid was
One Hundred and Sixty-five Cents
And the Highest Bid was
One dollar and Ninety Cents.
He Spent Twelve cents for postage
In getting His bids And
He spent Three Cents For his Envelopes
And he Spent Four Cents for his Writing Paper
And he paid Eighteen Dollars a week to the
Clerk who wrote letters and Licked Stamps.
And So
He sent the Job to the Lowest
Bidder who bid One-sixty-five,
But It Cost Him Two-fourteen.
I THANK YOU. *—A Printer's Devil.*

Books on Advertising

FREQUENTLY the advertising department of our company receives letters asking for a list of good books on advertising. Thinking there may be other readers of *The Informant* who would like this information we append a list of volumes selected by Professor George Burton Hotchkiss, head of the Advertising and Marketing Department of New York University, who is a recognized author on advertising subjects:

"Advertising, Its Principles and Practice," by Tipper, Hotchkiss, Hollingworth and Parsons.

"Advertising as a Business Force," by Paul T. Cherington.

"Making Type Work," by Benjamin Sherbow.

"The Psychology of Advertising," by Walter D. Scott.

"The Theory of Advertising," by Walter D. Scott.

"How to Advertise," by George French.

"Writing an Advertisement," by S. Roland Hall.

"Advertising and Selling," by Harry L. Hollingworth.

"Typography of Advertisements," by Gilbert P. Farrar.

"The Business of Advertising," by Ernest Elmo Calkins.—*The Informant, Zellerbach Paper Co., San Francisco.*

Cost of Printing

PRINTING *must accomplish!* If it fails to sell the thing it was intended to sell, it is expensive printing—no matter how low the price. Which brings us to the question of *cheap* printing. How does the customer ascertain if printing is cheap? Not by his printer's estimate, for that tells him nothing. He has to wait for the returns to come in. On *returns*, and *only* on returns, can he base the cost of his printing. And if it hasn't produced, he has paid a pretty price, even tho it be the lowest price—*The Marked Page, Smith-Brooks Ptg. Co., Denver.*

TORONTO

C. F. Hamlyn
1402 C. P. R. BUILDING

At a meeting held recently at Kitchener, Ont., and which was attended by a large number of master printers from western Ontario, the inauguration of a U. T. A., census and survey was discussed and decided upon. The printers in that district have long felt the need of an association to advance their interests, and hearing of the excellent work being done by the Toronto Typothetae, asked members of the branch in this city to attend and explain the operation of the Three-Year Plan. Among those who addressed the meeting were Q. B. Henderson, president of the Toronto association; J. C. Acton, a member of the executive board of the U. T. A., and Secretary Knowlton. It is expected that the survey will be commenced within a couple of weeks.

Brigdens, Limited, lithographers and printers, Richmond street, Toronto, has taken over the second floor of its own building, the entire establishment now being given over to the firm's operations. Brigdens, Limited, is probably now the largest lithographing and printing institution in the Dominion, and with recent improvements is in a position to handle every department of art, engraving and the printing crafts. This year the company, carrying out its profit-sharing plan, added six members of its executive staff to the company. These include the sales manager, accountant, printing superintendent and others. Among the new machinery just installed is a Kelly press and two Miehle presses with automatic feeders.

The cost finding classes, which are being held each week in connection with the Toronto Typothetae, are coming to the most interesting stages, where the various forms and their uses are being taken up and explained. The members are taking a deep interest in this branch of the work, and already marked progress has been recorded. Cost finding classes have been in existence for several weeks with an attendance of 85. When these are completed the organization will be ready to go ahead with the estimating courses. These will be made up of students from various firms in the city, including printing salesmen. The Toronto branch has already put in 45 cost finding systems in city offices where no standard system had been used.

William Hitchen, one of Toronto's old-time printers, is dead at the age of 69 years. He came to Toronto thirty-eight years ago from England, where he worked in practically every shop on the island, following his vocation as a printer. He spent most of the later years of his life on the Toronto Mail and Empire, and was beloved by the printing craft in the city.

Two additional experienced cost men have been secured by the Toronto Typothetae for two months, together with two bookkeepers to assist in the upkeep of cost systems in the smaller shops. These, with the present staff, will make a total of six cost men. Mr. Fillmore, the head cost man of the U. T. A., has just completed a week's work in Toronto.

The United Press, Ltd., Pearl street, Toronto, which recently moved from Jordan street into more commodious quarters, has just added a loose leaf manufacturing plant to its equipment.

The Toronto Typothetae, representing approximately 85 per cent of the payroll and production of the printing industry in Toronto, presented its case for fiscal reform in the interests of the industry at a meeting of the Dominion Tariff Commission in Toronto late last month, claiming that the Canadian printing industry has been wonderfully developed through tariff protection. The association contends that the retention of a strong tariff is essential if the business is to continue to prosper.

It was stated that the industry felt that the tariff generally is satisfactory, but in some points it is not only unjust to the printer, but is not producing the revenue it might. Where the 15-cent-per-pound rate, as it applies to Item 178, affords a fair protection as in prewar days, before the abnormal increase in the cost of paper (approximately 300 per cent), and labor, it does not now, nor does it produce the revenue it would were the duty ad valorem.

"Another vital weakness with the printers," stated the brief, "is that a serious injustice to the industry exists in Canada in consequence of the lack of a regulation demanding an imprint showing the country of origin on all printed matter coming into Canada, particularly since a similar regulation applies on printed matter going into the country of our greatest competitor, the United States." Some $9,000,000 worth of printed matter was imported from the United States last year.

"No duty could possibly be levied to sufficiently protect the Canadian printing industry and its workmen from the almost sure invasion of the German and Japanese printed product. The German printer's wage on the basis of Canadian money, after adjusting to cover exchange, is about 50 cents per day, as compared with $6 per day paid the Canadians. The Japanese daily wage also equals about 50 cents per day in Canadian money. The Japanese are already, owing to this favorable wage cost, securing considerable business in western Canada, and are the source of unfair competition.

"Our greatest protection would be to have it clearly indicated on each article printed or lithographed, 'Made in Germany' or 'Made in Japan.' We feel it only fair to the Canadian public that they should know the facts pertaining to its origin. Such a regulation, we feel, would afford us a very safe protection."

A new lithographing business has been started at 23 Pearl street, Toronto, by the Miller Lithographing Co., Ltd. The head of the company is Herbert Miller, formerly sales manager of the Copp, Clarke Company, Ltd., Toronto. An up-to-date lithographing and photo-engraving plant is being installed.

Twenty-five members of the Lithographers Union, employed at the Mortimer Company's plant, at Ottawa, are out on strike, claiming that they should receive a 20 per cent increase, similar to that granted lithographers in other cities of Ontario.

Toronto Printers

Ben Franklin Monthly gives You the Best News of Your Home City.

Canadian Subscriptions the same rate as for the United States. Two dollars a Year.

SUBSCRIBE NOW!!!

According to Lionel Bell, one of Toronto's best known printers, who is investigating the apprenticeship situation in the printing industry, for the local branch of the Typographical Union, unless more apprentices are taken on, in two years' time there will not be enough young printers available to meet the demands of the trade. He visited every print shop in Toronto in his efforts to get the apprenticeship business down to a practical basis, and in three of the largest establishments not a single apprentice was found on the payroll. The reason was invariably given by the foreman that they had other jobs that took up all their time, and they found it impossible to devote the necessary attention to the training of beginners in the trade. In most cases, it was stated, the firms found it cheaper to employ journeymen who knew how to do things than to waste time on apprentices. As the situation exists at present it would appear from Mr. Bell's investigations that the boy is simply put out into the printshop to pick up what knowledge he can with very little coaching by the foreman. In short, the lad is left to shift for himself with the result that he loses interest, becomes discouraged and leaves his job. A few shops were found where an interest was being taken in the boy, and where a real effort was being made to turn him out as a printer

The investigation arose through a meeting of a committee from the employers and employes at which the complaint was made that too many "half-baked" printers were being turned out, and it is now proposed to make a thorough survey of the situation to see if matters cannot be improved along this line. It is proposed to introduce a card index system whereby the work of the apprentice will be checked up on the basis of good, bad and indifferent, the foreman filling in the cards which will be examined by the committee, the unpromising material weeded out and the promising advanced. It is argued that if the apprentices are looked after it will redound to the advantage of the employer and the craft generally, and to the welfare of the boy, whose card record will show whether he will ever become a printer or whether he should be shifted to some other line of work.

The firm of Westman & Baker, which has served Canadian printers since 1875, has been reorganized and incorporated by Walter J. Johnston, who is the manager and one of the principal shareholders in the new company, as Westman & Baker, Limited. The company will carry on the old business of building printers' and bookbinders' machinery. The offices are at 165 Adelaide street, west.

An exceedingly fine piece of printing has just been put out by Rous & Mann, Limited, designers and printers, Simcoe street, Toronto. It is an enlargement in colors of a small black-and-white photo print of a bouquet of asters, the enlargement, in beautiful natural colors being reproduced along with the original photo. The folder, which has been sent out to the firm's customers, is designed to call attention to the wonderful possibilities of color printing for commercial uses. The text says, "The ability to reproduce your goods, whether merchandise, food products, textiles, wood or metals, in full and realistic colors, will enhance greatly the selling value in your advertising. The one great attribute to success in the production of outstanding color work is the attention given to arrangement and artistic and forceful display. Experience, artistic judgment and a thorough understanding of the selling appeal of the picture are necessary to obtain the result."

An Exemplar of Excellence in Engraving and Electrotyping

IN THE great world of business the necessity of excellence is ever foremost in the calculations of the men at the head of affairs, and in the execution of their orders those in their employ must partake of the spirit of their superiors in endeavoring to accomplish in their labors the best results possible. In these days of great achievements the paramount essential in the struggle for success in any undertaking is excellence. To succeed one must excel. This is a fact universally recognized in all lines of work and study, and one that loses none of its weight or importance through constant repetition. It is well couched in the words of Elbert Hubbard: "If a man can write a better book, preach a better sermon, or make a better mousetrap than his neighbor, though he build his house in the woods, the world will make a beaten path to his door." This axiomatic utterance embodies the wisdom of ripe experience, and is as fittingly applicable to a business company or corporation as to an individual. The truth of it finds exemplification in the conduct of many large establishments in which are wrought out devices and implements used in producing works of literature and art, and its impress may be found in the efforts of a majority of the multitude of the toilers for world progress. In substantiation of this assertion may be cited the achievements and success of one of Chicago's great enterprises.

A Perfectly Planned Plant

The Globe Engraving & Electrotype Co., 701 to 725 South Dearborn street, Chicago, whose establishment has come to be widely recognized as one of the largest, best equipped and most reliable of its kind in the world, is a striking exemplar of all that is excellent in conduct and execution—in system and operation. Founded in 1886, it has, by the integrity of its methods and the superiority of its work, attained an incomparable eminence in its sphere of service, and in its contributions to the advancement of scientific art production in printing it has enriched the world-history of engraving and electrotyping. The foundation rock of this company's success is its close adherence to the principle of unvarying promptness in filling its orders—its absolute dependability in the matter of time—and its ability to meet all requirements in quantity and quality. The immensity of its space and the infinity of its facilities enable it readily to assimilate and satisfy the largest and most exacting demands upon its resources and furnish at a minimum of cost the highest grade of work producible.

The entire establishment of the Globe Engraving & Electrotype Co. is laid out on one floor, 80 feet wide and 300 feet long, and no time is lost in running up and down stairs. The wisdom of this arrangement is apparent in the operation of the company's system, which is the outgrowth of rare judgment and foresight. All its equipment is installed with careful attention to the expedition of its work and the economizing of space. The various departments are lined out in the respective order of their succession in the different stages of operation, and as the visitor passes from one to another he is impressed with the nicety of methodical detail. Everything is "as handy as a pocket in a shirt." All parts of the work that require daylight are done on benches along the windows, front and back, affording 600 feet of excellent light, and the machines that operate under artificial light are installed throughout the middle length of the building. The machinery is all operated by individual motors furnished with power by mammoth dynamos, one of which is always held in reserve for emergencies and additional power, when necessitated. From stage to stage throughout, each department is complete and compact and constantly kept in the best of order and condition and is ever at work upon the ceaseless flow of orders that pour into the offices of the Globe Company.

Entering the business offices, one immediately is greeted by an atmosphere of get-thereness which bespeaks potency in action and begets in the seeker for service a feeling of confidence, yet there is not the slightest indication of haste or confusion. "Clock-work" expresses fittingly the perfect order of operation apparent in every department of the establishment.

The visitor is taken first into the art department, wherein the "new idea," in the hands of the magicians of ink and color, of whom the Globe company has a large staff, takes shape and hue and is sent along on its journey from the picture stage to that of the finished plate. It goes into the photographic department, wherein are numerous great cameras, each, when in operation, under the glare of electric arc lights of tremendous power. These also are located in the central portion of the plant, which is best suited to the "dark-rooms," of which there are a suitable number conveniently at hand for the preparation of the negatives, these, in turn, going along to the stripping, printing and etching departments, in which they are placed in agitated baths of chemicals to eat out all portions of the metal plates save the surface lines.

Halftones From Pictures

In the list of its productions the Globe Engraving & Electrotype Co. specializes in artistic designs; pen and wash drawings; photographic retouching; plain and vignetted halftones; zinc etchings and color plates; photo-lithograph transfers for stone or offset printing; wood and metal engravings; wax process maps, headings and rule work; copper and nickel-steel wax and lead mould electrotypes; book and catalog plates, and advertising matter of every description.

From a sketch or any copy furnished, the Globe company can make any kind of drawing, any style of engraving, or any number of electrotype plates, and, be it known and remembered, at *right prices*. In fact, the resources of this company are as limitless as its name implies, and wherever the "Globe" is known it is recognized as a symbol of excellence and a guarantee of fair and square dealing.

Beginning with the production of halftones, the first step in the procedure is taken from the photographs or wash drawings. The average quality of copy furnished the engraver is of a grade far below that desired by the customer. This fact makes it apparent that it is necessary to improve the copy generally handed in to work from, in doing which the skilled artist is called into service, and his work of improving the copy necessarily produces in the engraver's proof a decided difference from the imperfect copy furnished. When photographs are retouched or wash drawings are made by the Globe company's artist, their fineness, texture, detail and contrast are brought out in the halftones, as is strikingly illustrated in the case of pictures of machinery used in catalogs, in which the vignette finish lends addi-

tional class and beauty. Nothing in advertising literature is so essential in this picture-reading age as high-class, eloquent illustrations. One may not read as he runs unless the tale is told with a picture. Therefore, it is advisable to use good cuts and plenty of them.

Electros From Halftones

In its production of electrotypes from halftones, the Globe Engraving & Electrotype Co. takes first rank among all its competitors in its line. For fine illustrations in combination with type matter nothing is producible in the plate-making line that can surpass them, and, in the educated opinion of experts, it would be difficult to find any that equal them in tone and quality. As an evidence of the sterling character of Globe electrotypes, may be presented the fact that the company makes electrotype plates with a 100 per cent printing quality. In this work it employs a particular appliance evolved by itself, the only one of its kind in the world. By this process the company has made from a 200-line halftone an electrotype that reproduces a perfect print of the original, losing none of its sharpness, depth, or detail. When it is understood that 200-line halftones are generally considered too fine for electrotyping, it may be seen what an extraordinary demonstration of quality this really is. This assertion may surprise some users of cuts who never have investigated the manufacture of them. To any such, a visit to the Globe establishment is cordially invited, where they will receive convincing proof.

A particularly fine line of work done by the Globe Engraving & Electrotype Co. is its wax engravings from which electrotype plates are made. It is hardly conceivable, even to a person familiar with engraving, what can be accomplished in fine-line work by the wax process. It brings out in exquisite clearness the hair-like lines of delicate rule work. Cross lines, which invariably are disjointed and uneven in the best efforts of the most expert and careful printer, by it are produced without flaw, and the most ethereal shading of a figure or letter is produced with consummate nicety and accuracy. This is manifested in the fine specimens which may be seen in the daily output of the art rooms of the Globe company's establishment. For the production of letterheads, billheads, program illuminations and the class of work which calls for delicate tracery, the wax engraving is pre-eminently superior to any other process. Electrotype plates from these engravings are accounted the best method of producing lithographic effect in letter-press printing. In map work, mechanical and architectural diagrams, script and short-hand plates also, the wax engraving is the best method of production.

Personnel of the Company

The men who are at the head of the Globe Engraving & Electrotype Co. are widely known among publishers, printers and allied industries, and individually have high standing in the business community of Chicago, and are vital factors in a company that has the confidence and esteem of a host of out-of-town patrons as well as that of a large and growing clientele in the city. These men have given the best years of their lives to the upbuilding of this great establishment, in doing which they have builded for themselves a memorial of lasting recognition among the business men of our great city as exemplars of conscientious and progressive citizenship. The officers are: President, Frank Nahser; vice-president, John Nahser; secretary, L. F. Moeng; treasurer, Geo. H. Benedict; sales manager, Oscar Nahser.

THE NICKELSTEEL "GLOBETYPE"
used in every issue of the Ben Franklin Monthly since August 1912. Note that the printing quality does not show perceptible deterioration

HARRIS & WALKER
Bookbinders and Finishers
TO THE PRINTING TRADE

INDEXING
DIE CUTTING
NUMBERING
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Automatic Cutters
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A. F. WANNER PROP.
714-16 S. DEARBORN ST., CHICAGO, ILL.

Phone:
HARRISON 6888,
6889

What Counts in Printing?

EXPERIENCE gained by productive efforts comes first. The finest equipment might remain on display forever in the showrooms and be of no value unless used for production.

Organization follows, so that the specialists in each line and department shall work harmoniously and without the loss that is inevitable through friction.

The machinery and tools required are those that allow the skillful workmen to get the very best possible results in printing, and that also makes for economy and fair prices for all.

Experience is knowledge and knowledge is power when put into action.

Years are required to attain all these important features, and each day offers a little more. We point to our record to show the degree in which we have advanced in our lessons and ask you to let us prove our efficiency on your work.

PETERSON LINOTYPING COMPANY
523-529 Plymouth Court, CHICAGO
Telephone Harrison 6280—Private Exchange to All Departments

L. L. RESCOTT, HARTFORD, CONN.

The Next Public Printer: Who?

WITH the advent of a new administration at Washington, one of the most interesting matters affecting the printing industry is the selection of a Public Printer. So far, the foremost candidate in the field is L. L. Rescott, of Hartford, Conn., whose picture is reproduced herewith. Mr. Rescott is general foreman of the Travelers' Insurance Company's printing plant at Hartford and is prominent in the affairs of the printing industry of the Connecticut Valley. He has received the endorsement of the Hartford Typographical Union, the Order of Foresters of the state of Connecticut, the Employing Printers of New York, the Connecticut Valley and Boston Clubs of Printing House Craftsmen, the Republican Committee of his own state and of many public officials and prominent men of New England.

Mr. Rescott was born in Westfield, Mass., but has lived in Hartford for the past seventeen years, thirteen of which he has held an executive position with the Travelers' Insurance Company. He has been a printer for more than twenty-five years.

The candidate is receiving the support of all New England as well as that of printers in all parts of the country.

The office of Public Printer is filled by appointment of the President. He has charge of printing the Congressional Record, of bills before the two houses and other similar duties.

Life stories of other candidates will appear in the February and March issues of this magazine.

Moline Master Printer Dies

THE United Typothetae of America last month lost one of its staunchest members through the death of Charles Desaulniers, of Moline, Ill. Mr. Desaulniers was of the old school of printers, going to Moline in 1883 from Montpelier, Vermont, where he served his apprenticeship in the office of the old Argus and Patriot.

In Moline he first entered the employe of J. H. Porter and later, when the Porter Printing Company was organized, became secretary and stockholder. When this firm failed he went into business for himself, starting with one Gordon and a few frames. A short time later he bought out the J. W. Warr Company's plant and moved his entire organization to the Warr building at Third and Eighteenth streets. In 1896, the firm of Desaulniers & Company was organized with Mr. Desaulniers as president. The firm grew until today its mechanical equipment consists of ten Miehles, six platens, one Harris, one Kelly and a two-color Rotary, a large composing room and monotype equipment and one of the best equipped electrotype plants west of Chicago.

The Moline *Dispatch* says: "He was a man of many friends and worthy of them all. He was a man who fulfilled every pledge, who never betrayed a confidence, and to whom many went for counsel and advice. In short, those who knew him best declare him to have been a prince of a man." His widow survives him. C. E. West will continue as manager of the plant.

Pittsford's New Ad-Type Manual

THE Ben C. Pittsford Company, Chicago, has just issued an unusually complete pocket-size manual of typography for the advertising profession.

Not only does the book contain over fifty different specimens of advertising type-faces but within its 132 pages is a fund of practical information on engravings, electrotypes, halftones, and quite a glossary of other equally practical knowledge on advertising typography and its allied branches.

In addition to showing the many different standard ad-type faces in various sizes, this unique specimen book also aims to illustrate just how an advertisement set in certain faces would appear.

This new book is not intended for very wide circulation. Distribution is to be strictly local.

To avoid having it fall into the hands of persons unable to appreciate its value, it will be sent only to those executives who write for it on their company letterhead, giving name of the individual and his official position.

The Pittsford company also publish an extremely helpful 16-page house organ which appears monthly. It is called *Better Advertising* and will be sent *gratis* to advertisers, advertising men, and printers interested in advertising, copy service, art work and typography.

A. H. Niehaus, formerly with Smith-McCarthy Typesetting Company, has joined the Kerr-Whitmire Typesetting Company, Chicago, as manager.

M. Goldschmidt & Co.

PRINTING PRESS EQUIPMENT

FURNISHED AND INSTALLED

GENERATORS
MOTORS
— Bought, Sold, Rented, Exchanged

ARMATURES
STATORS
ROTORS
— Rewound

COMMUTATORS
COILS
CARBONS
— Made

IF IT IS SERVICE YOU WANT
WE CAN GIVE IT TO YOU

538 South Clark Street Chicago
TELEPHONE HARRISON 6057

Printing Plates

OF THE

Better Kind

TRY US AND BE

SATISFIED

ACME

Electrotype Company

712 Federal Street, Chicago

Telephone: Harrison 2789-2790

Reduce Lost Time in the Pressroom

Every time a feeder climbs down from his press to get a new "lift" of stock, the press stops. Quite often it stops longer than is really necessary, as experience has shown, while he passes the time of day with some neighbor feeder. With a

ROUSE
PAPER LIFT

he does not need to climb down—the stock is above the feedboard almost within his reach.

How to cut that waste is told in an attractive booklet, "Rouse Handling vs. Man Handling," which is sent free on request to

H. B. Rouse & Company
2214 WARD STREET, CHICAGO, ILL.

Fred C. Laukert

BOOK BINDER
and PAPER RULER

is always on the job to give you service — and the quality of his work speaks for itself.

Telephone:
Harrison 5719

712 Federal Street
CHICAGO

SYSTEMS

The Loft-Dried Rag-Content Paper **BOND** *at the Reasonable Price*

A NEW Systems Bond Specimen Book has just come from the press. It is an exhibit of *good printing* as well as of *good paper making*. It shows how the skill and equipment of printers and lithographers, when combined with the skill and equipment of the Eastern organization, can be relied upon to produce surpassingly good business stationery at moderate prices—and at a good profit.

Write today for your copy of this new book, using your business letterhead, and see for yourself the kind of work that is being done on the *only* moderately-priced rag-content paper that is *loft dried*. Letterheads and business forms printed on Systems Bond have the crisp crackle of new money—the strength and "feel" that make selling easier for both you and your customers. The nearest of the distributors listed below can fill your orders promptly, from stock.

EASTERN MANUFACTURING COMPANY, *General Sales Offices:* 501 FIFTH AVENUE, NEW YORK
Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO

SYSTEMS BOND DISTRIBUTORS

LBANY—W. H. Smith Paper Corporation
TLANTA—Sloan Paper Company
ALTIMORE—Baltimore Paper Company, Inc.
OSTON—Carter, Rice & Co., Corp.
The A. Storrs & Bement Company
UFFALO—The Disher Paper Company
HICAGO—Swigart Paper Company
The Paper Mills' Company
NCINNATI—The Chatfield & Woods Company
LEVELAND—The Union Paper & Twine Company
ES MOINES—Pratt Paper Company
ETROIT—The Union Paper & Twine Company
ARRISBURG—Donaldson Paper Company
ANSAS CITY—Bendict Paper Company
LOS ANGELES—Blake, Moffitt & Towne
LOUISVILLE—The Rowland Company
MANILA, P. I.—J. P. Heilbronn Company
MILWAUKEE—The E. A. Bouer Company
MINNEAPOLIS—Minneapolis Paper Company
NASHVILLE—Clement Paper Company
NEWARK—J. E. Linde Paper Company
NEW HAVEN—The A. Storrs & Bement Company
NEW YORK—J. E. Linde Paper Company
Miller & Wright Paper Company
NORFOLK—R. P. Andrews Paper Co., Inc., of Va.
OMAHA—Carpenter Paper Company
PHILADELPHIA—A. Hartung & Company
Riegel & Company, Inc.
PITTSBURGH—General Paper & Cordage Company
PORTLAND, ME.—C. H. Robinson Company
PORTLAND, ORE.—Blake, McFall Company
RICHMOND—Virginia Paper Company
SALT LAKE CITY—Carpenter Paper Co. of Utah
SAN FRANCISCO—Blake, Moffitt & Towne
SEATTLE—American Paper Company
SPOKANE—Spokane Paper and Stationery Company
SPRINGFIELD, MASS.—The Paper House of N. E.
ST. LOUIS—Beacon Paper Company
ST. PAUL—E. J. Stilwell Paper Company
TACOMA—Tacoma Paper and Stationery Company
WASHINGTON—R. P. Andrews Paper Company
WINNIPEG, CANADA—The Barkwell Paper Company

EXPORT—A. M. Capen's Sons, Inc., New York; W. C. Powers Company, Ltd., London, England
ENVELOPES—United States Envelope Company, Springfield, Mass.

Loft-Dried

WITH OUR ADVERTISERS

Gets Out Fine Sample Book

The Eastern Manufacturing Company has just prepared a new specimen book of Systems Bond, which every printer should have in his possession. Not only does it show samples of various kinds of Systems Bond, but also contains actual samples of printed matter in which this paper is used. In this way it should come in handy to the salesman of printing, for it serves as a convincing argument in the sales of letter heads and envelopes of the better class.

Intertype Opens New Factory

The Intertype Corporation has just announced the opening of its new factory, located at 365 Park avenue, Brooklyn, N. Y. This is the second factory of the company and provides additional manufacturing space of over 50,000 feet or an increase of 50 per cent.

Lino-Tabler Patents Upheld

Trade composition men, as well as state printing contractors, and general printers producing tariff composition, especially those owning Linotype and Intertype machines, are interested in the recent decision of the United States Circuit Court of Appeals at Chicago, affirming the decision of the United States District Court, rendered in 1918 and appealed, which declares the product of the Auto-Mat tabular devices, of Fort Worth, Tex., an infringement of Lino-Tabler patents granted Ashton G. Stevenson in 1910, 1912, and 1916.

William C. Hollister, founder of the nationally-known printing house of Hollister Brothers, is president and general manager of the Chicago Lino-Tabler Company, sole owners of the several patents which were the subject of the litigation just ended. The Lino-Tabler principle of vertically ruling slug forms on their upper surface is covered by nine United States patents, and by British, French and Canadian patents; German Lino-Tabler patents lapsed during the world war.

Pontiac Takes More Space

The Pontiac Engraving & Electrotype Co. has recently moved its electrotype foundry from 445 Plymouth court to the tenth floor, 727 South Dearborn street, in the same building with the other Pontiac departments, at which address it has increased its capacity to 25,000 feet of floor space with 125 employes. Eight telephone lines are now in service to the art, engraving, commercial photography and electrotype departments.

Slaughter Now President of Thompson Type Machine Co.

At a recent meeting of the board of directors of the Thompson Type Machine Company, of Chicago, C. B. Slaughter, who has been vice-president of the company for the past two years, was elected president, succeeding Ray Nye, who recently resigned as president and director.

G. F. Honold, president of the Globe Metal Products Company, of Sheboygan, Wis., and Edward J. Stevens, of Chicago, were elected to fill vacancies on the board of directors.

How to Make Paper Boxes

A book of considerable value to the manufacturer of, or one who contemplates the manufacture of, paper boxes has been received by BEN FRANKLIN MONTHLY. The author is Robert F. Salade, well known as a writer on subjects of interest to the printer. The book is said to be the first ever written in the English language on the subject of paper boxes and describes the methods by which folding, set up or stiffs boxes, corrugated and fibre shipping containers, round fibre and fancy boxes are made. Description of the machinery and an outline of the equipment necessary to produce such boxes is also given. The book contains 225 pages and is profusely illustrated. Published by the Shears Publishing Company, Lafayette, Indiana, $2.50 a copy.

Buys New Machinery

A. F. Osterlind, president of the Osterlind Printing Press and Manufacturing Company, St. Paul, Minn., was in Chicago the week of December 13, buying machinery with which to increase the output of Osterlind presses. The Chicago agency at 441 South Dearborn street is busy preparing for the demonstration of the Automatic Osterlind job press, which will be in operation there about January 10.

Send for One

The booksellers' announcement that "This volume should be in the library of every lover of good books" can be paraphrased when referring to "Essential Facts About Paper," now being distributed by Bradner Smith & Company, Chicago, for "this book should be in the library of every paper user." The book tells the story of the manufacture, distribution, uses of and tests for printing paper and is invaluable. The manuscript was prepared by William B. Wheelwright, an authority on such subjects. The book itself is of 38 pages, profusely illustrated and well bound. Anyone desiring a copy may obtain one by writing Bradner Smith & Company.

Ludlow Makes Good Report

The 1920 business of the Ludlow Typograph Company was more than double that of any previous year. Commercial printers, publishing houses, newspapers and trade composition plants alike evidenced a notably increasing appreciation of the value and importance to them of direct, simple and flexible composing-room equipment.

Many composing-rooms all over the country equipped themselves with the Ludlow system, significant additional Ludlow installations were made by interests controlling a number of plants, and the demand from the smaller printing houses and the weekly newspapers for Ludlow equipment was noteworthy.

The scarcity and cost of floor space placed special value upon compact, but unlimited composing-capacity, in place of single types, type storage, type racks, and limited type supply. Unusually heavy copy and special editions emphasized the importance to composing-rooms of having Ludlow full-font capacity available at all times.

Even the extraordinary volume of business in the past year in the printing trades was characterized by more exacting demands on the part of advertisers for improved display composition. Definite progress was made by publishers and advertisers alike in realizing the importance of clean, well-designed and appropriate display type faces in improving the appearance of advertisements, and thus increasing the result-value of advertising space. In marked degree the Ludlow well-fitted, unbreakable italic has brought an appreciation of the true value and place of italics among type faces. Likewise, the increased range of Ludlow matrices in the larger sizes has resulted in reduction of style mixing.

During 1920 Ludlow type faces in 48-point were completed in the standard families, and these larger faces have been enthusiastically welcomed. Foreign language accented letters in all the sizes of the standard type families are now nearing completion.

In the latter half of 1920 the Ludlow Typograph Company took over the manufacture of the Elrod Caster for printer's leads, slugs and rules. The increasing demand for this simple, efficient, single-purpose machine is now being met by shipments direct from the Ludlow factory.

The growing recognition of the advantages of the Ludlow Typograph and the Elrod Caster leads the company to count on a very satisfactory business for 1921.

Blotters of unusual attractiveness are being sent out by the Superior Typesetting Company, Chicago. The typography is unusual and worthy of comment.

Bermingham & Prosser Company

PAPERS

KALAMAZOO, MICHIGAN

501 Fifth Avenue, New York City 10 South La Salle Street, Chicago

HAMMERMILL BOND

"The Utility Business Paper"

SEND for a set of portfolios that will help you sell more printing.

HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

MANIFEST BOND

A Profit Producing Bond Paper — *for Economical Business Stationery*

THE rapidly-growing demand for Manifest Bond, our distributors tell s, is made up to an unusual degree of epeat orders. Printers and lithographrs who order it once, as a rule are ound ordering it again and again. 'his is a gratifying but not surprising ndorsement, growing naturally out f the rag-begotten strength, clear olor, even formation and uniform uality of the stock itself. Manist Bond *repeats* because it *pays*.

Your own experience, we are sure, will bear out the experience of those who have already tested Manifest Bond by printing on it and selling it to their customers. It is a quality sheet at a quantity price—an easy-to-buy paper that is also easy to print—and easy to sell repeatedly to the same customers.

Manifest Bond is *dependably* good. Stocked by the distributors listed below, the nearest of whom will supply samples promptly on request.

EASTERN MANUFACTURING COMPANY, *General Sales Offices:* 501 FIFTH AVENUE, NEW YORK
Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO

MANIFEST BOND DISTRIBUTORS

ALBANY—W. H. Smith Paper Co.
ATLANTA—Sloan Paper Co.
BOSTON—Proctor Paper Co.
CHICAGO—La Salle Paper Co.
LONDON, ENG.—W. C. Powers Co., Ltd. (Export)
LOS ANGELES—Blake, Moffitt & Towne
MANILA, P. I.—J. P. Heilbronn Co.
MINNEAPOLIS—Minneapolis Paper Co.
NEW YORK—A. M. Capen's Sons, Inc. (Export)
Harper Paper Co.
Sutphin Paper Co.
PHILADELPHIA—J. L. N. Smythe Co. (Export)
PITTSBURGH—General Paper & Cordage Co.
PORTLAND, ORE.—Blake, McFall Co.
ST. LOUIS—Mack-Elliott Paper Co.
SAN FRANCISCO—Blake, Moffitt & Towne
SEATTLE—American Paper Co.
SPOKANE—Spokane Paper & Stationery Co.
TACOMA—Tacoma Paper & Stationery Co.

MANIFEST BOND
is made by the makers of Systems Bond

MONOTYPE

LINOTYPE

MAKEUP

Smith-McCarthy

508 S. Dearborn Street • Chicago, Ill.

Telephones Harrison 3864 - 3865 - 3866 - 3867

COMPOSITION

UNIVERSITY OF ILLINOIS LIBRARY
FEB 4 1921

Ben Franklin Monthly

Ben Franklin Publishing Company
508 S. Dearborn Street, Chicago, Illinois.

VOL. XVIII FEBRUARY, 1921 No. 5

Lino-Tabler

Ruled blank forms, rivalling wax-plate engraving, can now be produced by every first-class trade composition plant in Chicago, a list of which appears on back cover.

Many of these plants, by combining Elrod, Linotype and Lino-Tabler material, compose ruled blank forms up to 24 inches wide with continuous cross-rules, a point of excellence high-grade printers greatly appreciate.

Any printer who finds the Lino-Tabler capacity of his favorite trade plant oversold can send his blankwork composition direct to the undersigned, sole owners of the Lino-Tabler patents, with the assurance of perfect results and prompt service.

Remember: Nothing except lawyers' briefs and abstracts is printed in the Champlin-Lino-Tabler plant.

Chicago Lino-Tabler Company

Champlin Building,
172 West Washington Street, Chicago

William C. Hollister, Pres. and Treas.
Tom Q. MacMurtrie, Ass't Sec'y.

Ashton G. Stevenson, Vice-President.
Joseph C. Hollister, Secretary.

THE SIGNIFICANCE OF THE SLUG–IV

The Slug is a Permanently Live Asset

Following its saving in composition, revision, make-up, lock-up, and pressroom, the Linotype *slug produces its great final saving when the job is off the press. Three minutes' work removes the furniture of a form, and in another two minutes the cuts are removed and the type tossed into the hell-box—a total of five minutes to clean up a job.*

Mergenthaler Linotype Company

This advertisement, including border ornaments, is composed entirely of Linotype *material*

Ben Franklin Monthly

Published for the Employing Printers of the United States and Canada

Vol. XVIII *20c the copy* FEBRUARY, 1921 *$2.00 the year* No. 5

The February Issue Contains

TWO smashing big articles appear in this issue. They are, "Courage, Man, Courage," by Julian Wetzel, which starts on page 26, and "Face Your Men With Facts," by George E. Roberts, vice-president National City Bank of New York City. Both deal with live subjects confronting the industrial world and should be read by every printer. We are also glad to be able to present the second and last of two articles on bonus and profit sharing plans in printing plants by F. E. Wolfe of the Department of Industrial Relations, United Typothetae of America. Two good sales articles appear on pages 28 and 32. They contain some real ideas. READ THEM.

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We have an equally interesting number scheduled for March Watch for it

NOW, more than ever, the master printer must be on the alert for ideas with which to sell more printing. Ben Franklin Monthly is a gold mine of sales information. Read every page.

Courage, Man, Courage

We "Carried On" While the War Raged---Let's "Carry On" Now---Right Now---As Never Before

By JULIAN WETZEL, The Keystone Press, Indianapolis

Text: Blessed is the man who expects to accomplish nothing, for he shall not be disappointed.—Hezekiah 7:11.

HAS the gentle art of *selling* become a lost art? Have your years of being *bought from* paralyzed the merchandising ingenuity of the thousands of American printers and those other thousands engaged in the allied industries?

Do we expect an indefinite continuance of the trail of frantic *buyers* to our doors—clamoring, pleading, cost-plus buyers, to whom price was nothing and delivery everything? Can we hope always to sit back on our haunches and placidly tell the would-be purchaser that, possibly, we could ship twenty per cent of the order he wired us two months ago, about next September?

Not on your life.

The wind has changed. The tide has turned.

We have entered a *sellers'* market. We must not only manufacture our product—but we must *sell* it. The demand, traced down to the ultimate consumer, has not changed. The inexorable law of supply and demand has not been repealed, abridged, altered nor abrogated.

Whence comes this "blue funk?" Why this bugaboo of hesitancy and uncertainty? Wherefore this puerile panic which seems to have seized upon a stable industry?

Past years of prosperity—easy sailing and unrestricted prices must not permanently affect our backbone. The recent election (always an unlucky bird of ill omen), the very reasonable Federal Reserve Bank credit restrictions on luxuries and the general tendency toward caution in all lines, must not permanently upset our industry. Now is the time to show the stuff we're made of. We've drifted with the current, like a dead fish, now let's breast the stream and fight 'er out. The present flurry *cannot last.* An inventory of the stocks in this country proves that. And besides, the largest crop the country has produced in twenty years has just gone on the market. I can't see this panic stuff with the Lick telescope. If you feel like you're licked, you are, that's all, and you might just as well close up.

Which reminds me of a true story of the late Henry M. Flager of the Florida Coast Line Railway. Flager had built one of his million-dollar hotels down there in the swamp, equipped it with several hundred employes and a brass band of about fifty pieces. There were about a dozen guests in the hotel—business was rotten—and the manager wired Flager, suggesting that the band be discharged. And what was Flager's reply? "No, hire another band." He had the courage of his convictions. He believed in his business. He had confidence in the future. And we can get a mighty good lesson from his laconic response to a short-sighted prophet of calamity.

Men of America, I say unto you: This squall is not a hurricane—this lull is not the lull of death—this stagnation in business is not the dry rot of bankruptcy nor the sign of decadence. It is merely a recess in our overworked activities—a summing up—a reckoning. We are merely getting our bearings and laying plans for bigger and better things which the saner reconstruction period now looming up in the offing is sure to bring. And there *must* be a readjustment. False and fictitious price levels must come down off their perch. We must get down to bed rock. We must start over again on a permanent basis of small profits and permanent purposes. We must forget the war and remember that we are in the printing business. And we mustn't wobble or veer from our course. Remember the log book of a celebrated mariner? I quote:

Sept.	22.	Today we sailed due westward.
Sept.	23.	Today we sailed due westward.
Sept.	24.	Today we sailed due westward.
Oct.	1.	Today we sailed due westward.
Oct.	2.	Today we sailed due westward.
Oct.	3.	Today we sailed due westward.
Oct.	4.	Today we sailed due westward.

And so on until the keel of one of the little craft grated into the sands of an island in the Western Hemisphere.

That's persistence.

That's keeping at a thing until results are obtained.

The above monotonous extracts are from the log book of one Christopher Columbus. Chris didn't know what he was going to find but he was determined to "sail due westward" long enough to obtain some definite knowledge as to whether there was really anything but water to find in that direction. He didn't sail west a couple of days, then climb up in the rigging, put his hand over his eyes, look to the west and holler down "hardport the helm," and sail north a couple of days—then repeat the operation and sail east awhile.

Nay, nay, not Christopher.

He sailed westward.

Now, I want to ask: Are we keeping on the same track?

Are we going some place—determinedly, or are we drifting and floundering around because a squall has struck us?

Are we of the printing business "sailing" due west?

These are the questions of the hour.

This whole mess is going to clear up, and that pretty quick. All the citizens of this country have to realize to bring them to their senses is the fact that for four years or more there has been scant production of manufactured goods and that right now the supply is wholly inadequate. *The market has got to open again* sooner or later and I predict it will open "sooner." Let's be prepared. Let's not tuck our tails and scurry for cover at sight of the first little cloud on the business horizon.

Listen:

If a structure shows signs of weakening we bolster it up at once.

If a patient declines, the learned M. D. administers a stimulant.

But if business slackens up—if the customary number of orders is not forthcoming—if a trust company closes its door in New York—if the pessimistic wiseacres proclaim through the public press that times are hard—a good many of us helplessly wring our hands and "hunt a cat hole."

And the first thing most firms do is to cancel all advertising and printing contracts, call in their salesmen, fire their men, disrupt the organization they spent their lives to develop and close the doors.

Without thought they cut the only cord of safety. They effectually seal up the sources from which orders come. They lose the prestige they have already gained. They hide themselves in the cellar until the cyclone passes and when they emerge they find that the brave at heart have appropriated their business. These wise ones have been on the job all the while. When the commercial structure showed signs of wobbling they bolstered it up. When the patient grew weaker *they administered a stimulant.*

I talked with the president of a large manufacturing concern whose business has been somewhat upset by the rapid decline in the demand for his commodity and the prevailing money stringency. Had he sought the cellar? Not by a jugful! He called his sales manager in and said: "Ed, the wind is out of our sails just now but it's out of everybody else's. You remember the story of the general in the civil war who was scared almost to death and wanted to retreat because his ammunition was wet after a deluge of rain, and Johnston or Lee (I have forgotten all but the point) allayed his fears by laconically asking, 'Don't you think the enemy's ammunition is just as wet as ours?' Well, while they're drying their ammunition we'll do some scouting. I'm with you. Don't take a man off the road. If anything, let some of these likely youngsters here in the office hit the trail. Work 'em like thunder. Don't quarrel with them if they don't sell a dollar's worth a week. Have them see the people and talk to them. Don't let our trade forget us. Every other manufacturer will take his men out of the field and our efforts will be worth twice as much. Our travelers and our advertising will stand out like a sore thumb. Go to it and the company will back you up."

And they're working on this basis. When we wake up and wade out of this temporary slough of despond this factory will have goods all ready to ship in a hurry and will scarcely have felt the present depression.

Let us be thankful that we have prospered in the past —that we have health, spirit, plants, friends, customers and facilities to "Carry on."

We "carried on" while the war raged—let's "Carry on" *now*—right now—as never before.

Problems of the Small Town Printer

By EDGAR WHITE

WE, OF the country print shop, and of the small town daily or weekly, upon whom falls the greatest burden of keeping the mass of our population informed of local and national events, have our own problems to meet, problems no less serious than those of the city shop owner. During the last four or five years we, too, have been troubled with labor turnover, high wages, the high cost of production and price-cutting.

Our plant is located in a town of thirty-five hundred inhabitants and in our dealings with labor, especially in hiring journeymen from a distance, we have had some peculiar experiences. A Kansas City compositor refused to join us because we had no regular baseball league and Sunday games. Needless to say, we have them now. A girl who was a very fair operator found the local society "uncongenial" after a two weeks' trial. She herself was a rather morose party, with never a smile on her thin face. One man quit us because he disagreed with a mate who believed in fresh air and wanted to keep the windows raised in chilly weather.

It is the atmosphere of a speculative labor market that has caused the restlessness among some printers just as it has among the boys on the farm, and caused them to gravitate toward the places where they think the largest wages will be paid. In a great many country shops will be found old printers called back to work after they have well earned their rest. They still make good, intelligent hands, but of course are not as swift as the younger men who have visions beyond the old home town.

Within the past six months or so I believe the problem has been more satisfactory. Most shops have worked out a system by which they can co-operate and get along. Instead of fighting with each other, rival establishments are working in harmony. The labor situation and the high cost of material have forced publishers and printers to bury their small rivalries and face the emergency unitedly. By working together they have materially reduced the cost of production, and by a more rigid maintenance of rates they have cut out loss caused by indiscriminate bidding against each other. Hard as the situation has been for some years past, good will come of it to those printers "elected" to weather the storm, as the primitive Baptists say. But these have been difficult times for the rate cutters. We have read of a great many suspensions over the alleged high cost of print paper, labor and material. Perhaps if some of these cases were analyzed the cause of death was a weakness of nerve—lack of courage to establish prices commensurate with the advanced cost of production. I know of one instance where a long established newspaper gave as a reason for suspending, the excessive cost of production, when the truth was it had double-crossed its party and the members of that party withdrew their support from it. A once influential country weekly of northern Missouri, founded 50 years ago, went into bankruptcy, stating in its "obituary" that the high price of print paper was the cause. The truth was the paper had made a bad deal with the manager of a contest, and after announcing how successful the affair had been, found that it had to buy two automobiles for the winners. This took more money than was realized on subscriptions, and the management was obligated to furnish 3,000 new subscribers with the paper from one to ten years, and not a cent in sight on subscriptions until the contract with subscribers was completed! And the failure was laid to the high cost of paper. That deal would have broke the paper in any circumstances.

With careful management, close figuring on estimates, co-operation among local shops and the courage to keep rates above cost, newspaper and printing establishments in the country will pull through all right. There never was a time since I've been in the business when there was a stronger demand for printing and advertising than now. And people seem to be more interested in the quality of their printing and paper than they ever were. They are not at all shocked when you tell them their work will cost more than it formerly did. They know it. But they would likely be suspicious if you offered to serve them at the old rates.

All the printing industry is asking is a square deal for its money from labor and supply houses.

Learn the Selling Value of Your Goods

By Dr. NORRIS A. BRISCO

Director of New York University Training School for Teachers of Retail Selling; Formerly Director of School of Commerce of Iowa State University; Author of "Economics of Business", "Economics of Efficiency", "Fundamentals of Salesmanship", "Retail Salesmanship", "Source Book in Retail Salesmanship".

(Copyright 1921 by J. K. Novins)

THE successful printing salesman knows the ability and limitations of his house. He may have to depend on his personality, on his glibness of tongue and on his personal appearance in order to close a sale, but he is a better salesman and he sells more printing when he knows his house and its product.

DR. NORRIS A. BRISCO

The greatest need of the salesman is to know the selling value of his goods. By that is meant its possibilities and the service it will render the customer. He should know the science of advertising and should combine all the requisites of copy man, artist, typographer and salesman, making him, in fact, a super-salesman. This, of course, is not always possible but it depends largely upon the salesman himself what degree of success he is to meet with in his life profession. Study of his own product as well as that of his competitor, constant reading of magazines dealing with printing and advertising and a careful grooming of himself both mentally and physically, is necessary if the highest pinnacle of success is to be attained.

To return to the customer—the average customer—with whom one comes in contact most frequently. This type usually knows nothing at all of the mysterious power he is buying. He looks with awe on the salesman who knows his product and who talks with authority. The customer who lays no claim to a technical knowledge of printing will buy from the salesman who is able to demonstrate in an interesting manner the chief qualities and possibilities of printed matter.

It is the salesman's task, first to interest the customer in the use of printing in general, then to call attention to the point or points of excellence the product of the salesman's company may have. Having accomplished this, the salesman elaborates on the particular feature of his product which most interests the prospective buyer. It is natural to assume that the customer is interested chiefly in the possibilities of increasing his own business through proper use of printed matter. It is this point that should be driven home, through the use of concrete examples of what has been accomplished by other firms and the certainty that comes from use of right sales literature prepared by the right printing concern.

Aside from a knowledge of the psychology of customers, the salesman must be prepared to answer certain questions regarding his merchandise that the customer may want answered. This brings us to the point that it is essential that the salesman know something of manufacturing processes. Many old timers in the game of selling printing claim this is not necessary, but the salesman is often asked questions which must be answered with no equivocation if the customer's confidence is to be maintained. No matter how little the question of how a job is to be done enters into a sales talk it is applying the rule of safety first to know the whys and wherefores of the production end. The customer may ask for the impossible, which the salesman, not knowing the manufacturing side, will trustfully turn into the office, only to be painfully disillusioned by the sales manager and the rest of the sales crew.

The salesman really becomes the business advisor of the buyer, and should and must be able to estimate and specify paper and type. The most successful salesmen are those who have come up through the shop and it is from this school that the majority of the successes come. It should be the business of every plant owner to go through his own organization with a fine tooth comb to find out just what his men are capable of doing. While there is some argument and a just one too, that a man should not be taken from the ranks and set above his fellow workers as foreman or superintendent, but rather to select such leaders from other plants—a rule which has its exceptions and notable ones—this does not apply to the transfer of a man from the mechanical to the sales department. The term "use a fine tooth comb" is necessary, for it is unlikely that material for more than one good salesman can be found in any one plant, for contact with the buyers of printing, managers, executives and owners of successful businesses implies the necessity of some degree of education. The task of interesting boys in the high schools in printing as a career therefore goes deeper than that of meeting the need for apprentices. Many of these will become not only the shop executives of tomorrow but the salesmen as well.

These men who have come through the mill, literally, will have a knowledge of the history and manufacture of printing. They will be able to grasp more readily the tendencies of style and prices and will know the ability of their plant to meet demands in the time set.

The salesman also should follow the example of the advertising man. The latter studies the article to be advertised. The former should study the problems of the printing buyer, with reference to clientele, distribution and manufacture of the article the customer is selling.

Another point being developed by printing companies is that of making scientific tests of their products, in much the same manner as the advertising agencies do. This, of course, is up to the plant owner and not the salesman, who can only sell that which his firm has, whether it be product or service. There is a thought here, however, for the live, progressive master printer, for he can carry out all the services of an agency at less cost and with correspondingly greater profit.

Getting back to the individual salesman, it easily can be seen that the man who represents a printing company must be a super-salesman. But the reward is there. The scarcity of good printing salesmen makes such a man able to demand his own price.

This is a world of trouble—some printers have trouble in getting business; others have trouble in getting a vacation.

Selling The Farmer Printing

New Era in Agriculture Means Golden Opportunity for Small Town Printers; Methods by which it can be done

By MURRAY E. CRAIN

WHILE the average farmer does not buy printing in sufficient quantities to warrant any other than the country printer going after his business, it is true that even these overlook the opportunity that lies at their back door. Agriculturists constitute a market that is well worth considering and cultivating from the standpoint of the small town print shop owner.

Paper merchants realize the buying power of the farmer, as evidenced by the number who now have exhibits at the various country fairs. The printer should be no less backward in selling his product, for practically every piece of paper sold the farmer has to be converted into printed matter—letterheads, statements, cost records and reports. While it is a little late to call attention to the value of the county fair as a sales medium, each printer located in the agricultural districts should note the date of the fair next fall and make sure to have an exhibit. BUT—it is not necessary to wait until then to make a drive for the farmers' business. It can be done at once, through mailing lists, newspaper advertising—the farmer has come to be a voracious reader of his country weekly—and through personal solicitation on the days when the farmer brings his produce to town.

It was not so long ago that the farmer was a negligible quantity as far as good printing was concerned. His business methods were slip-shod, to say the least, and it was with a good deal of difficulty that he was convinced that it would pay him not only to equip an office for the transaction of his business, but to install cost and bookkeeping systems. The majority are now awake to this necessity, however, as the result of educational campaigns instituted by agricultural schools, experiment stations and the farm press.

This progress has been given impetus by the rise to power of the younger generation. It is now a common thing for farm youths to take a course in an agricultural college, which not only teaches the development of the soil, but frequently supplements this with information about office methods.

Cost work on the farm is still in its infancy, and some of the secretaries of farm organizations assert that it is impossible to keep accurate record of the cost of raising a given crop. Nevertheless, the work has not been abandoned, and the farmer is nearer the goal than ever before. This has caused the farmer to demand printed forms for keeping costs. Another instance where the printer may fit in is found in the fact that numerous farmers find their best markets in the cities, often at a considerable distance away from their farms. A glance through the classified sections of the large Sunday newspapers shows an ever increasing number advertising direct to the householder. Each one of these advertisers most certainly needs his own letterheads and envelopes. This brings us to the possibilities of a farmer's mailing list of likely prospective customers in the city. The printer has it within his power to develop such lists for the farmers of his community. He can not only prepare the form letters to be used in circularizing but he can sell the farmer a weekly price list to accompany his letters. The regular, year-round business of the farmer should offer every opportunity for the small town printer to develop a sizable business that is steady and remunerative, at the same time opening a way to bring the producer and consumer of foodstuffs in direct contact with each other.

A MODERN FARMER'S OFFICE

Stock Subscription and Cash Bonus Plans in the Print Shop

Last of two articles dealing with Bonus Systems prepared as the result of an investigation of 138 Chicago printing plants

By F. E. WOLFE, Department of Industrial Relations United Typothetae of America

LAST month I took up the question of Profit-Sharing plans. This month a report of my investigation of Stock Subscription and Cash Bonus plans as I found them in 138 Chicago plants is in order, completing my discussion of the four systems of attempting to stimulate production through a direct monetary return to the worker. These four systems are Profit-Sharing, Limited Profit-Sharing, Stock Subscriptions and Cash Bonuses. It is the last two of these that I wish to discuss in this issue of the BEN FRANKLIN MONTHLY.

I was detailed by the Industrial Relations Department of the United Typothetae of America to unearth the actual experience of Chicago plant owners in their conduct of such schemes. I was to find out whether or not extra compensation has meant increased production in these plants; the attitude of the employer, employe and unions; what plan has proved the most successful, and in general if such plans are applicable to the printing industry.

What follows is the report of the second half of the investigation.

TABLE: Number of profit-sharing, task and bonus, and related schemes in 138 Chicago printing plants.[1]

Plants covered	138
Plants in which straight wage relationship prevails	94
Existing profit-sharing schemes	2
Abandoned profit-sharing schemes	3
Existing "limited profit-sharing" schemes	3
Abandoned "limited profit-sharing" schemes	1
Existing cash bonus schemes	28
Abandoned cash bonus schemes	2
Existing stock subscription schemes	3
Abandoned stock subscription schemes	2
Existing task and bonus schemes	7
Abandoned task and bonus schemes	1
Group insurance schemes	8
Sickness benefit schemes	2
Joint informal group meetings (beginning)	2

Definition of Terms

Bonus plans, popularly known as profit-sharing, under which the divisible fund does not depend upon or vary with the net profits of the enterprise, depend upon any one of the following factors:

1. Price for which the commodity manufactured is disposed of—the so-called sliding scale wage.
2. Gross receipts or gross profits—a variant of the sliding scale.
3. The estimated probable profits of the business.
4. Wages or salaries earned and length of service.
5. Length of service and thrift, as shown by the participants' ownership of some stock of the company, or maintenance of a savings account.
6. Savings of the prospective participants, as shown by a subscription or ownership of a specified amount of stock of the employing company or savings account.
7. Amount of savings collectively effected in production or operation.

I. Stock Subscription Schemes

The fact that employes hold shares in the undertaking with which they are connected does not, in itself, constitute profit-sharing. The element of profit-sharing comes in only when such shares have been acquired by the employe on specially favorable terms. This form of profit-sharing has been adopted in three Chicago plants.[2]

These three companies afford to employes in continuous service for various designated periods the opportunity to purchase capital stock on the installment plan along with other advantageous terms. At the time of the incorporation of the company in 1892, all employes of Plant No. 1 became stockholders, and all later employes have had a standing offer to purchase shares of stock on terms specially arranged. The number of employes taking advantage of this offer has more than doubled since it was made; but a gradual increase in the volume of profitableness of the business of the plant has so reflected itself in an advanced price for the stock that in recent years no additional employes have availed themselves of the stock purchasing privilege.

The terms of purchase require the eligible employe in Plant No. 2 to make monthly installments, as deductions from wages, at the rate of one per cent of the total amount of stock purchased, with a limit of five years to complete payment. No interest is charged for deferred payments. Any dividends paid on the stock are credited to the employe's account from the date of his subscription and applied in final settlement of his obligation. Afterwards all dividends go direct to the employe.

In Plant No. 3 the employe was permitted to subscribe for shares only up to an amount equal to one-third of his yearly salary. A minimum weekly installment of fifty cents is required to be deducted from wages or salary. Until the stock is paid for within the limit of three years any dividends paid on the stock are credited to the employe's account as part payment.

In case of termination of employment before full payment of the subscription, two of the three companies require that the shares of stock shall thereby revert to the company. This is done in order to keep control of stock and to stabilize the working force. In one case, accumulated dividends also revert to the company. The full amount of payments made on subscriptions so cancelled is returned to the subscriber with interest.

The financial advantages thus accruing to the subscribing employes may be summarized as follows: (a) a rela-

[1] It should be noted that the total of schemes exceeds the number of firms covered in the investigation, because some of the 138 firms had more than one of the schemes in force.

[2] Employes in four private printing plants in large Chicago mercantile establishments participate in the stock subscription schemes open to all employes; but since these are not distinct commercial printing plants they are not included in this report.

Five commercial plants were found in which one or more foremen, salesmen, superintendents or selected older employes have been permitted to purchase on favorable terms limited amounts of stock.

Two plants were also reported in which stockholding by employes has been discontinued because unsatisfactory.

tively lower price for shares of stock than the prevailing market value; (b) absence of interest charges on unpaid balances of stock subscription; (c) dividends credited to subscribing employe from date of subscription for shares, and (d) these dividends ranging from seven to ten per cent on an estimated average.

An employe in Plant No. 3 may subscribe only for shares amounting in value to one-third of his yearly salary. The two other companies set no limit. A regulation of this character is designed to secure a wider distribution of holdings among employes and to prevent concentration of ownership in the hands of the higher salaried group.

Full voting rights are extended to share-holding employes in only two of the three companies.

During the first years of experiment with stock subscription schemes some employers consider it advisable to restrict narrowly the right to transfer stock to any one outside the company. Only one of the three companies reported on here places any restriction on the transference of its capital shares. In this case it is required in the subscription agreement that any employe desiring to sell his holdings must, for a period of ten days, give the company an option to buy his shares.

The par value amount of shares owned by employes in Plant No. 1 is $9,000, or 60 per cent of the total capital stock of the company; in Plant No. 2, the amount is $100,000, or 10 per cent of the total, and in Plant No. 3, $100,000, or 25 per cent of the total capital stock.

These amounts are owned in the form either of preferred or common stock by 280 of 850 total employes; or by 20 per cent, 25 per cent, and 50 per cent of the employes in each of the three plants, respectively.

The number of $100.00 par value shares owned in two of the plants averages less than three per subscribing employe; and of $10.00 shares in the other plant averages ten.

In each case, of course, the company had authorization for thus increasing its capital. Any further extension of stock ownership by employes would also require authorization to increase the capital stock.

The three plants are operating as union shops. The attitude of workmen personally in Plants No. 2 and 3 may be seen in the fact that all the capital stock offered for sale to employes was readily taken.

One company reported decided opposition on the part of the members of one of the unions in its employ to its stock subscription scheme. Officials of this union protested against its members holding stock in the company. The reason for the objection was that in the event of a strike, or any labor differences, the employes would be less loyal and active in support of union measures, because of their interest in the company as stockholders. The outcome was that approximately $20,000 of stock subscribed for by the union members involved was bought back by the company.

Complete realization of the idea of labor acquiring shareholder's rights and responsibilities would constitute a system of so-called producers' co-operation in which all who work in an industry have come to be its only owners. None of these schemes here considered has developed to that extent.

The scheme as first set up in Plant No. 1 at the time of incorporation was complete labor co-partnership—all employes in the plant being the only stockholders. But with a profitable and expanding volume of business the company's experiment has actually resulted in restriction of stock ownership to those employes who originally participated. The more recent employes do not find it advantageous or attractive to purchase stock at its market value. This is shown by the fact that no employe has bought any of the shares within the last nine years. However, the older employe stockholders are directly represented on the board of directors, the management of the company adheres to the original co-operative idea, and the offer of capital stock for sale to any employe still stands.

The management of Plant No. 2, in selling its employes one-tenth of its capital shares, desired apparently to reward its older employes for past performances as well as to induce greater co-operation on their part in the future. There is no provision for issuing more stock to employes, and the company has not announced any plan involving further departure from the regular type of corporation ownership.

The employers in Plant No. 3 hold to the opinion that the stock subscription scheme as announced this year will bring increased realization of the mutual interests of employes and employers and encourage a spirit of friendly co-operation for their common good. The scheme is regarded as a solution for labor disturbances. The plan of the major owners of the company comprehends permitting the employes gradually in the course of, say twenty years, to acquire ownership of the entire capital stock.

II. Cash Bonuses Differentiated From Profit-Sharing

The term "profit-sharing" may be used in a broad sense to include schemes involving more or less systematic annual distributions of cash bonuses in some fixed relation to earnings and varying with the length of continuous service of individual employes. True profit-sharing, however, differentiates itself from cash bonus distributions in the facts that (a) the amount of profits to be allocated to the workers varies directly, and rises or falls proportionately with an increase or decrease in the profits realized; (b) the employer engages to distribute to his workers a share of net profits, and (c) the actual percentage of this sharing is fixed in advance.

The theory underlying the majority of cash bonus schemes is the recognition by employers of the fact that the longer a person remains in the continuous service of a firm the greater is the value of his services. Frequently, the employers desire also in this way to give their employes some part in the greater earnings of the company during exceptionally prosperous periods. The extra compensation is purely a gratuity, bears no relation to individual efficiency, and is wholly voluntary on the part of the employer and may be changed or discontinued by him at any time with or without notice.

Cash bonus schemes were found in use in twenty-eight out of the one hundred thirty-eight printing plants covered in the investigation in Chicago.[1] Of the twenty-eight, one began paying cash bonuses in 1912, two in 1915, three in 1917, four in 1918, ten in 1919 and eight in 1920. The number of plants paying bonuses thus shows a steady increase and now exceeds the total of profit-sharing, limited profit-sharing and task and bonus schemes found in the investigation. Seventeen of the plants operate on a union shop basis, seven open shop and four non-union.

In a majority of the schemes the only prerequisite for participation is a period of continuous employment, varying from a maximum of ten years downward to a week. Usually the longer the service the greater the bonus.

Concluded on page 57

[1] Two other companies with about 60 employes each reported that after three years' experience with annual cash bonuses they had this year discontinued them. The reasons given for their discontinuance were that the employes showed no greater loyalty to the firm, but were inclined to expect and demand the bonuses as permanent additions to income. In one plant some employes complained about differentials in the bonus payments; and in the other the entire force went on a strike to secure payment of the bonus again this year.

A Business Built on an Idea

How One Printer Developed the YOU Thought in Selling

By IRVINE M. LEVY

AN AMERICAN tourist, passing the booth of a Chinese merchant in Canton one day, noticed the more or less decomposed carcass of a long since deceased cat, which was offered for sale. The tourist's curiosity prompted him to inquire of the vendor what possible use a buyer could have for such an article, to which the merchant replied, that was the buyer's problem, not his.

Lloyd Neely, head of the Neely Printing Company, Chicago, must have heard this story when he started his modest plant ten years ago with three Gordons and a few type faces, for the present-day success of his firm is the result of a reversal of the Chinese merchant's reply. The Neely company has achieved its high position through making the customer's business its own. While Mr. Neely's mechanical equipment was limited ten years ago, his supply of ideas was not. The company was started on a "shoestring" but a "shoestring" that tied up a bundle of ideas. One by one, Mr. Neely has untied these and has built them solidly upon his original idea—that the customer's problem is the printer's problem.

The object of this story is not to tell of the numerous ideas that the company has used to bring its mechanical department to its present state of efficiency but, rather, to present, for the benefit of the printing industry, the one dominant idea that has shown itself in every sales effort, resulting in national recognition of "Neely Sales Service."

The well developed sales or, rather, "service" policies of the company did not spring full grown from the minds of Mr. Neely and the highly efficient men with whom he has surrounded himself, including Roscoe V. Williams, his sales manager, but are rather the evolution of the first basis on which the business was founded—that of selling the customer something more than paper and ink.

The plan used is to evolve sales ideas which will need printing as ammunition. But the idea of selling printing is secondary in the minds of the sales force of the company. It is like the old familiar Bible quotation which says in effect that "if these things be done, all other things will be added to them." All other things in this case being printing to keep the Neely presses in full operation. All of the well planned conferences, the systematic records and the definite sales aims of the concern are based on this one idea of "service."

Away back in the "one-horse" days of the corporation, when Mr. Neely was shop foreman, office manager and salesman combined, he realized that the "Do-you-want-any-printing-today" method of disposing of his product was all wrong and he soon discarded it, if he ever used it at all. The method he uses is simply this: to go to his prospect, lay his proposition before him and say, "Mr. Jones, I have a sales plan to offer you which I know means increased business for you." That hits the nail on the head and hits it hard. The prospect is interested, for he operates his business for the very purpose the Neely plan is given him—to make it grow. It makes no difference whether the Neely plan means the purchase of printing or the addition of a staff of Hula Hula dancers. If the business man can be shown how to build his business, the Neely Printing Company benefits because of his friendship and his respect for the sagacity of his printer-advisor. The customer's thoughts run something like this: "Here's a man who says he can increase my business. He can help my sales, my production. He isn't everlastingly talking about his product, his plant—but about my company. He doesn't come in here and bother me with a lot of details regarding the excellence of his cylinder presses and composing room, but gives me real, constructive ideas." And at that moment the Neely plant

ONE OF FORMS USED BY NEELY PRINTING COMPANY

Name _____ Address _____ Credit _____

Stationery Buyer _____ Advertising Buyer _____

Business _____ Mfgr. Jobber Wholesaler Broker Retailer Mail Order

Advertises to: Jobber Wholesaler Broker Retailer Consumer Sells to: _____

Adv. now used: Catalogs Booklets Broadsides Folders Inserts Display Cards House Organs

Has he a comprehensive adv. plan? _____ If so, give details _____

Agency? _____ Campaigns? _____ When is Adv. Matter Issued? _____

What Adv. Matter not used can you suggest? _____

What Improvements can you suggest? _____

Amt. Stationery used yearly? _____ No. forms? _____ Any system? _____

Is acc't'g system up to date? _____ Improvements suggested _____

Interested in standard proposition? _____ Can he use it satisfactorily? _____

Competitors' Adv. _____ Stationery _____

General Remarks: _____ Seasons _____

is a thousand miles nearer an order for printing than the "any printing today" printer, with his talk of "our plant —our equipment."

And of greater importance, this kind of sale always means more than the one-time-get-a-bid-from-a-dozen-printers-lowest-price-gets-it sale. A Neely sale means a campaign whose numerous mailing pieces give advertising literature an opportunity to justify itself through results. This method has placed the Neely company on a plane far above the price competition crowd, although Neely prices are not "out of sight." The Neely plan of offering the customer something besides the lowest price has meant a larger volume of printing and the move, long ago, from the hole-in-the-wall on Grand avenue to the modern, up-to-date building on Orleans street, where ample equipment is provided to handle the ever increasing volume of business.

How has the firm succeeded in applying its ideas, practically? Well, in the first place, the right type of men have joined the organization, because the head of the business realizes that the personnel of a company determines its success in no small degree. One of the first of these men to be engaged was the present sales manager, Mr. Williams. Through the right sort of personnel, an organization that ranks among the first has been built up. Organization means system and this has been carried out, as one example, through a card index where customers and prospects are listed and classified. Reproductions of both sides of this card are given on this page. The first side outlines the business of the customer, with full information regarding his product and his business methods. On the reverse side space is given for listing the dates when sales calls were made and sales literature sent. The information given on these cards is an invaluable aid to the salesman, for he has at hand a full outline of the customer's business, his particular problems and his experience with advertising, enabling the salesman to offer ideas in keeping with the prospect's wishes and to submit new means for trade development. The task of obtaining all of this information is not an easy one, especially when no previous business has been done with the prospective customer.

The tactful, keen salesmen (the kind the Neely organization employs) easily can obtain all of this information in the course of an ordinary conversation.

This card index is the basis on which "sales conferences" are held whenever any particular salesman comes in contact with a hard problem in connection with one of his customers or prospects. In this way they differ from the ordinary sales conferences, which have as their prime motive a direct increase in the sales of the company. In these conferences the sales manager and the salesmen take up the business of one particular firm, study its sales problems, its production and even labor problems. With the combined wisdom of the entire sales force stored away in his brain the salesman can go to his prospect with definite information and advice and ten times out of ten gains the attentive ear of the man he seeks to reach. In fact, in Chicago, when the card of a Neely salesman is received by a business man, he immediately pushes correspondence and reports to one side and prepares for a half hour of value to himself and his organization. He knows the visit of such a man means money to him. Perhaps printers will better understand if a parallel case is drawn of a machinery salesman who enters your plant and instead of telling of the superior merits of his particular machine, makes suggestions regarding increased efficiency, whether it means the sale of his equipment or not. There is danger, of course, that the salesman will overstep himself, but when you are certain that a salesman knows what he is talking about, is an authority on plant equipment and can give you real information, he will receive a welcome not extended to the salesman who is only after orders. Business men of Chicago know that the men who represent the Neely Printing Company are authorities on the subject of direct mail matter and they receive the attention and respect an authority demands.

RECORD OF CALLS AND ADVERTISING MATTER SENT

Date	Call	Adv.	Form No.	Sales-man	General Remarks on Progress

But I hear the printer say that such salesmen cannot be obtained. Perhaps not, but the sales conference idea applied to the sales force you already have will result in capable, resourceful, well-trained salesmen. Suppose, for instance, you adopt the Neely method; you call your salesmen together and take up the problem of John Smith, grocer, or Bill Jenkins, manufacturer of steel, or the Hon. H. K. Tompkins, banker. Your salesmen pool their ideas, starting with the name of the concern, the nature of its business, the manner in which its product is manufactured and distributed, the sales methods, advertising campaigns and other information concerning the prospect that is available. This available information is given out several days prior to the "conference" with the result that each one comes into the meeting with a definite suggestion. It is impossible to get salesmen to do this? Nonsense! When a salesman knows the sales manager is to be present and will direct the conference and when he knows that his partaking in these meetings will not only aid his sales but will be averaged with his sales, you can count on sufficient interest.

Mr. Neely, in speaking of his sales methods recently, said: "The salesman is instilled with the principle of selling ideas, not simply printing. He is instructed to find, first the needs of the prospect and then, through the aid of sales conferences and our card index, he is able to lay before the buyer a plan that is really worth while.

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WHAT THE HOUSE ORGANS ARE PLAYING

Atmosphere in Printing

"DON'T talk to me about atmosphere in printing," said a printer of the old school, backing away. "Don't the theorists think we have enough to do without dabbling in such highbrow truck?"

He is not typical of the profession—Lord help us if he were! But the word "atmosphere" *does* have a misleading sound. Not understood, it *does* smack of long hair and studios, of sub-cellar restaurants and green smocks. There are printers even today who will declare that atmosphere in connection with their work is poppycock, a high-flown idea introduced into a hard-headed business. But you will find, nevertheless, that the printer who is doing the best work in his field, who is setting a stiff pace for his competitors, and whose productions are getting the best results for his customers, is the man who considers atmosphere in printing an effective tool rather than a visionary idea.

It is in the making of booklets and catalogs that atmosphere finds its best opportunity. So little is required to give to a printed page the effect you wish that it is too bad every printer and buyer of printing does not realize the possibilities.

In capable hands, the creation of a booklet that has the desired atmosphere (determined by the product described), is no more difficult than making a cut-and-dried booklet that does nothing more than show the goods themselves.

A good artist can do wonders in getting atmosphere on a printed page. A poor artist can throw a monkey-wrench into the machinery without half trying. It is all a matter of knowing what effect you want to produce on the mind of the reader. After that is decided it is simply a mechanical proposition handled in an artistic way.

An expensive, hand-drawn border composed of men's shoes will carry the idea of shoes to the reader, of course, and so will plain halftones of the shoes themselves, with some captions as: This model, Z53, all sizes, $11.90. But how much simpler it is to build up an atmosphere about these shoes by picturing some of the ways in which they are used.

A sketch of a hunter and his dog among the trees, a woodsman on the trail with his "hotel" on his back, a daring climber scaling the face of a cliff, will do more toward interesting a sportsman, getting him into the right mood and selling him outdoor footwear than all the shoe illustrations in the shop.

A marginal illustration of a cozy picnic lunch by the side of the road, will carry the reader into the right attitude of mind to be told about lunch kits. A dainty article of apparel for women? Get an atmosphere of richness and elegance by showing the logical surroundings for such clothing.

Of course, there are times when this method will not serve. There are times when it should be modified. A combination of "atmosphere" illustrations and pictures of the goods is not hard to make. But it is possible to put your readers into a receptive frame of mind, carry your message to them and get it read, in short, create an atmosphere, in connection with almost any line of merchandise.

Let us have more of the interesting, less of the prosaic type of illustration. And let us give the reader the benefit of the doubt and consider him a man of imagination. —*The Informant*, Zellerbach Paper Co., San Francisco.

Advertising Your "Biz"

STATISTICS (the most arid of things, even in these arid days) are so kind as to inform us that 80 per cent of the printers who go down into the depths of bankruptcy are non-advertisers. It's a pretty safe bet that the other 20 per cent were poor advertisers. Of course, there is a difference in advertising values, just as there is a difference in the values of other things. But if advertising did not pay, and was abandoned as a useless expenditure of good coin of the realm, then at least one-half of the printers of the country would go out of business immediately.

The printer who fails to advertise displays a lack of faith in the wares which he sells. The value of advertising is before his eyes constantly, but is seldom seen.

The buyers of printing, being themselves advertisers, have greater confidence in the printer who has enough faith in his own ability, the facilities of his plant, the craftsmanship of his employes, the quality of the work which he turns out, to advertise them. These buyers know that the printer would not (or could not *for long*) advertise these features of his business were they not present. They know that the very fact that the printer advertises these elements shows that he realizes the value of them, and that he now does, or *eventually will*, possess them. This truth cannot be gainsaid.

Therefore, Friend Printer, advertise.—*The Initialist*, S-K-H Typesetting Company, Chicago.

Your Mailing List

MANY advertisers do not realize the immense potential profit that each live prospect represents to them. They do not remember that each new customer means more than the profit on his first order. They fail to regard their prospect from the standpoint of the yearly profit that an average customer yields. If the average customer is good for five or ten years, even this profit should be reckoned.

To estimate what a customer is worth to your business, take several accounts from your ledger. Figure the profit they have yielded during their life. You will then realize better the value of each customer and see why the greatest care should be used in building your mailing or sales-prospect list.

Generally, not enough attention is paid to lists. That is one of the chief reasons why profits from direct mail advertising are often no better than crop yields where good seeds are planted in the wrong soil. The harvest is always plentiful when good seeds are planted in fertile soil. This applies to direct mail advertising. Concentrate your efforts on live prospects, the fertile soil of your business, and the results will always be extremely profitable.

Experience proves that on most propositions each new customer will yield enough profit to warrant "hand picking" when a list of prospects is being compiled. The best live prospects will come from certain classes whose particular requirements you can fill.—*Color Types*, Welch-Haffner Printing Co., Denver.

A recent survey of printing plants in 124 cities and towns of Pennsylvania showed shops in 118 of the towns to be losing money.

Mr. Stone Extricates Himself

Prize for Best Answer to Last Month's Question Goes to Kalamazoo Printer. Many Answers Show Keen Interest in Mr. Imposing Stone's Problem

THE printer, like all business men, is peculiarly susceptible to attacks by bacilli *pseudo charity*, or whatever the Latin equivalent is for that class of charity workers who believe the printer legitimate prey for the printing of the program for the annual festival, picnic, bazaar, lawn social, box party or harvest festival, which the good ladies of the town are determined to hold with the least possible expense.

Last month BEN FRANKLIN MONTHLY offered a prize of $10 for the best answer to give to Mrs. Pesst and Miss Gushing when they call upon Mr. Imposing Stone, amiable print shop proprietor, to furnish a program free ("because it won't cost him anything, he being in the printing business") and all on the strength of their acquaintance with the printer's wife, whom they met once at the minister's.

The prize for sending in the best answer is awarded to G. D. Cook of C. H. Barnes & Company, Kalamzoo, Mich. Mr. Cook, in explaining his answer, said: "The result of such an answer would be threefold for Mr. Stone. In the first place, he would benefit not only himself but the rest of suffering humanity by placing a damper on the donation evil. In the second place, he would receive his just reward for his services in executing the job and, in the third place, he would receive some return from his advertisements."

Other answers received are too numerous to devote space to all in this issue, but we give below those considered worthy of mention. The first of these, sent in by W. E. Garrison of the Methodist Book Concern, Cincinnati, tallies almost exactly with the answer of Mr. Cook. The one point of difference and the point on which the award was made by Murray E. Crain, editor of the *American Paper Merchant*, is that Mr. Cook stated the work should be done on a "cost-plus" basis, while Mr. Garrison specified that the work be done for actual cost. Mr. Garrison's answer is:

"My Dear Ladies, your request that I print this program free is unusual. It would not have been unusual several years ago, but today, after all the publicity regarding costs, I feel that I cannot grant your request. However, we will get up a very attractive program, charging you actual cost and will take a $10 advertisement in addition."

Charles W. Orde of Charles W. Orde and Company, Chicago, submitted the following, which the judge considered to have considerable merit:

"Ladies, as a business principle, I cannot entertain your proposition. You must surely realize that such means of advertising frequently bring very unsatisfactory results and we would be subject to much just criticism from friends in the printing trade. As you both seem 'so well' acquainted with Mrs. Stone would it be out of place to advise with her?"

Other answers having sufficient interest to warrant their being published are as follows:

"My Dear Ladies, I would gladly do as you request, but since this business is a corporation, all unusual requests of this kind must be referred to the board of directors. The next meeting of the board will be held seven weeks from next Saturday."—Richard A. Mayer, Mayer & Miller, Chicago.

"Years ago the suggestion that I print your program gratis might have appealed to my generosity, but my cost system shows how every sheet of paper, every ounce of ink and every minute's time means money to me, and I must decline the job at other than regular rates, however much I appreciate your friendship for Mrs. Stone."—Richard F. Lawson, Chicago.

"I regret that I am unable to grant your request at once. All donations of more than $5.00 are referred to the board of directors at their bi-monthly meetings. The next of these will be held five weeks from tomorrow. I should like to donate the work but you see it is impossible without their consent."—Helen M. Mayer, Chicago.

BEN FRANKLIN MONTHLY wishes to take this opportunity to thank Mr. Crain for the huge task he took upon himself of selecting the best answers from the number which were submitted.

The Winning Answer

By G. D. Cook

C. H. BARNES & CO.
Kalamazoo, Mich.

Awarded First Prize of $10.00

Mr. Stone's Answer: "I will print the program for the Social on a cost-plus basis, render a bill for the amount, and also will take a $10 ad, for which I will pay cash. Classify my name with the other advertisers paying cash for space taken."

St. Louis Meeting to Discuss 44-Hour Week

A CALL has been issued to plant owners to meet in St. Louis, Thursday, February 3, when further discussion of the 44-hour week will take place. This meeting is the outgrowth of a recent conference in Kansas City, when resolutions were adopted by some sixty printers present, which showed unanimous disapproval of the reduction in the "work week" or production, and recommended that no contracts be made in any branch of the industry beyond April 30, 1921—the date set for the inauguration of the shorter week.

It is for the purpose of consolidating the efforts of the shop owners in the sections between Denver and Chicago, St. Paul on the north and Oklahoma on the south, that the St. Louis meeting has been called.

Forty-one of the printing houses of St. Louis, consisting of all the larger and several of the medium-sized plants, have agreed not to grant the 44-hour week and are paying into a common fund a sum equal to 5 per cent of their mechanical payroll for the purpose of fighting any move on the part of the unions to force the issue. This money is to be used in advertising and in such other ways as deemed best and will amount to approximately $75,000 by May 1. In addition, St. Louis printers are taking out strike insurance, one firm having taken $750,000 worth.

Give Your Printed Matter a Chance

Be Sure It Fits the Field for Which It Is Intended---Then Go Ahead

By JOHN E. ALLEN

HOW many planners of printed matter really give their creations a fair chance? Without doubt many a piece of printed matter that in itself may be beyond serious reproach—both as regards the message carried and its typographic treatment—fails to accomplish what it was designed to do, because it does not fit in physically where it was intended to. Sometimes a model piece of printed matter that costs a great deal of money to produce will fail to create the result that could be brought about by a much more economical treatment of the identical copy—and sometimes the reverse is true. Which suggests that the creator of printed matter, in addition to being a skilled craftsman, should be well acquainted with conditions in the field wherein his product is to be circulated.

In a recent talk with a gentleman who plans and puts under way a considerable quantity of printed matter for one of the largest organizations of its kind in the country, I made the acquaintance of some facts in regard to the planning of a certain piece of printed matter—and its re-replanning.

The gentleman referred to wanted to send out quite a number of copies of advertisements being run by his organization in certain magazines, the complementing copies to be placed in the display windows of business houses by local representatives concurrently with the publication of the advertisements. The purpose was to tie up branch offices with the headquarters of the organization and thus locally cash in on the nationally circulated publicity.

It was planned to mount a 5x8-inch copy of an ad in the lower left-hand corner of a piece of railroad board 11x14 inches in size, and to employ appropriate hand lettering on the upper and right-hand margins of the card.

The preliminary details were carried out. Then the item of expense was considered. It was estimated that the cost of producing and mailing each of these cards would be about twenty-five cents—which was thought to be too high.

Next the idea was hit upon of increasing the size of the reproduction of the ad and printing it in the lower left-hand corner of a sheet of lithograph paper 19x25 inches in size, again employing appropriate hand lettering on the upper and right-hand margins of the card.

The larger piece of printed matter seemed even better adapted to the situation than did the smaller—and it was estimated that the cost of producing and mailing the larger piece would be about nineteen cents—six cents cheaper than the smaller.

When viewed from the surface, it seemed to the planner of this printed matter that the logical thing to do in the circumstances was to go ahead with the printing of the larger piece. But as he felt that he was not sufficiently acquainted with conditions in the field to warrant quick action, he got into conference with the sales manager of his organization.

It developed during the first few minutes of their talk that it would be extravagantly foolish to attempt to use the larger piece of printed matter in that campaign. The sales manager unhesitatingly declared that the smaller piece was the one that should be used. From actual experience obtained in the field, he knew that many business men who gladly will permit the placing of a small neat card in one corner of a display window will not countenance the sticking of a large poster—no matter how attractive—to one of their window panes. Many merchants have become convinced that the smaller card will serve to attract additional attention to articles of their own on exhibition, whereas the larger poster, aside from cutting off the view of what may be a considerable portion of the merchant's display, nearly always has the characteristic of arrogating to itself most of the attention that otherwise would be given to the goods exhibited.

It was at once made evident to the planner of these pieces of printed matter that, although the smaller card would cost six cents more than the larger poster—a matter of considerable moment when thousands of copies are to be distributed—the smaller card would be much more effective, and, consequently, much more economical in the long run.

There is nothing remarkable about this little story. It is just a commonplace account of the rescue of a common enough piece of printed matter from the death experienced by so many pieces. At that, it may not be expecting too much to think that even such a simple story as this will cause at least a few persons to give a little more thought to the appreciation of conditions in the fields in which their printed creations are to be distributed.

Before attempting to visualize a piece of printed matter, the craftsman should seek to understand thoroughly just what the printed matter is intended to do and how the doing of that thing may be facilitated best. Then he will be better qualified to treat the matter as it should be treated—as the conditions obtaining at the time dictate. With a well-understood foundation to build upon, the craftsman will be in a position to practice his art most effectively—to make his production a clear-cast medium of correct interpretation; not merely a piece of printed matter typographically flawless, but one which, over and above being all that it should be in a typographic way, is peculiarly adapted to the work at hand. His printed matter certainly will have the right kind of chance.

Space for Graphic Arts Exposition Goes Fast

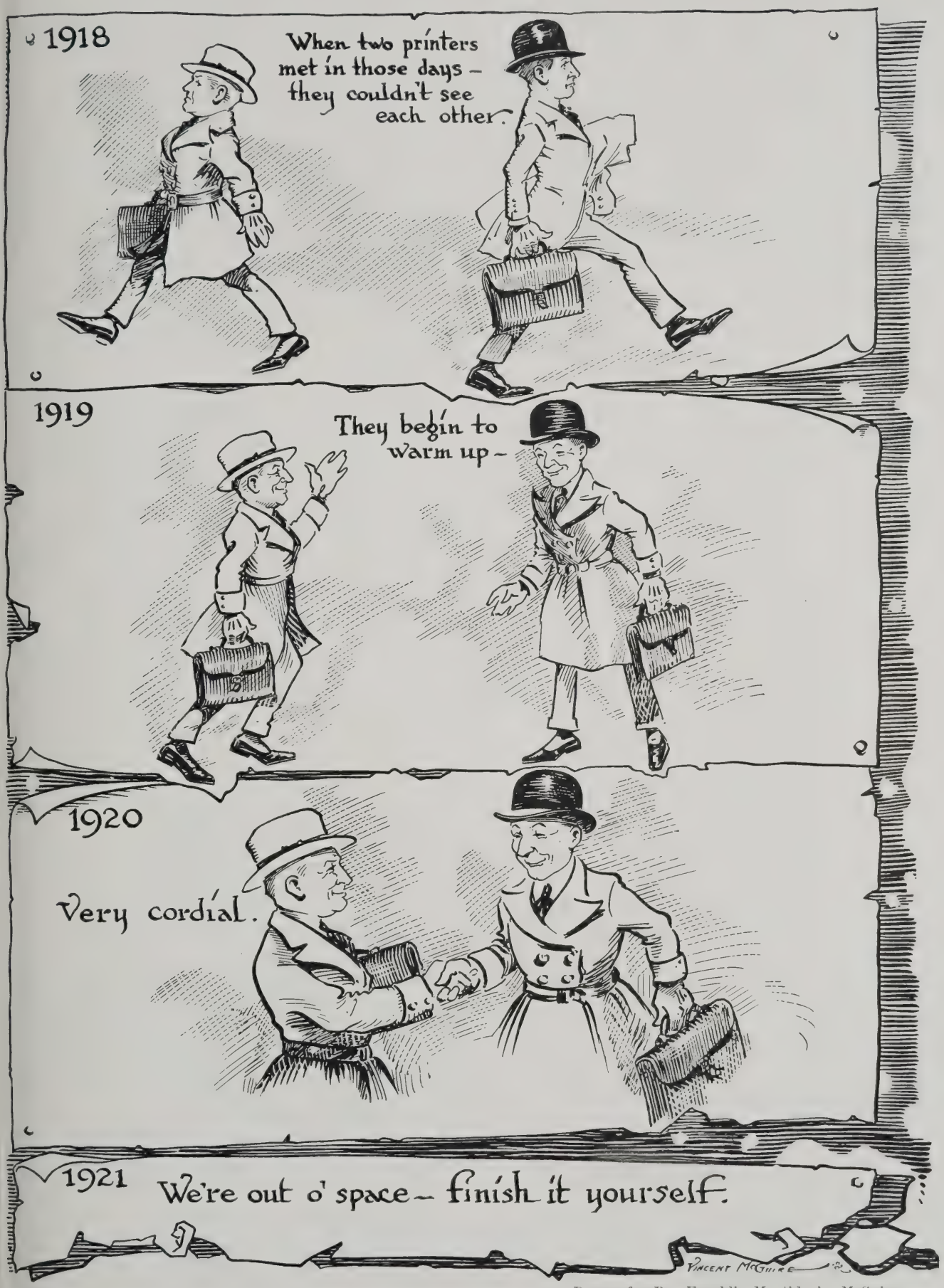
AVAILABLE floor space in the Chicago Coliseum for the Graphic Arts Exposition is already more than half engaged—and the Exposition is still five months distant! At the present rate, the entire space will be rented by February 15.

Exhibitors are realizing the Exposition will be thoroughly worth while. The manufacturer owes it to himself to cultivate his trade. The exposition opens the way for such cultivation as well as for direct sales of printing equipment and accessories.

An enormous attendance is assured. The wise supply man will be present July 23 when the curtain goes up on the biggest Graphic Arts exhibit ever held.

If the idiots who want to communicate with the dead through ouija boards would have the common sense to communicate with them through books, there would be much more enlightenment in the world and it would make the printer and publisher happy.

And They Say Organization Doesn't Work!



—Drawn for Ben Franklin Monthly by McGuire.

For The Service Printer

A department devoted to the interests of the progressive printer who is interested in so-called "Service Printing."

Pat Kay

Inquiries are held confidential and comments on the department will be welcomed.

NOT to disparage the efforts of my fellow craftsmen, but merely to remark in passing, "now comes winter and cold feet." With a cessation of the one-time rush of printing orders comes the return of the sharpened pencil, the cowardly bidder, the cut price and the ebb of starch from the backbone.

Figure it out thusly: There is fifty thousand dollars worth of business for five printers. The gross profit is ten thousand dollars, or an average of two thousand dollars for each of the five. This fifty thousand dollars drops to twenty-five thousand or an average of five thousand for each printer. On the same theoretical gross profit of twenty per cent each printer should have one thousand dollars gross profit or one-half of his former amount.

Knowing this, the weak-kneed brother must further deplete it by cutting his prices.

Great stuff! Further, can you imagine any man who is worrying about how he will "come out" on the job, putting any constructive effort into improving its quality or his methods? And as sure as sunshine is sunshine, no organization, whether it be printshop or a nation, can succeed unless it devotes some time to constructive improvement.

> A maker of home heating plants sent me a cheap looking catalog in a flimsy envelope, sloppily and incorrectly addressed. Their representative, whose call followed the booklet, had come into town on the limited train. He was well dressed and talked like a gentleman.
>
> The one salesman was smart in appearance and spoke well. But their direct advertising, the greatest salesman, came in like a bum riding the blind baggage!

Report on Admission Tickets

Two inquiries on the subject lead me to say, in bold face:

The law requires the printer to report in detail the facts as to quantity, numbers, etc., of all tickets printed for admission purposes.

There are no exceptions to this rule and for your own safety, obey it! Don't permit any customer to say that he will take care of it for you. Write the Collector of Internal Revenue, Chicago, for printed matter which tells you, in detail, your duties in recording every printing of admission tickets.

Uncle Sam wants his war tax on each ticket. He insists upon knowing about them whether they are taxable or not.

Here is another rule that you had best remember. Disregard of it cost one printer something over ninety dollars last month!

Concerning Envelopes

Measuring from the right hand side of every envelope used for mailing must be three and one-half inches absolutely devoid of type, illustration or ornament of any sort, excepting the rectangle upon which to place a stamp or the regulation rectangle containing permit information.

Pardon my use of the shears, but the following, by John Hill, secretary of the Typothetae of Baltimore, covers the matter unusually well.

"The Postoffice Department has a law specifying how much space on the address side of an envelope shall be occupied by printed matter. It is very clear and definite, yet some of our printers are not observing it because of ignorance.

"If a customer submits copy calling for a line, or lines, of type extending entirely across the bottom of the face of the envelope, the printer should inform him that the postal laws forbid it. This will save the customer money. On the other hand, if you furnish a layout calling for such a display and the customer accepts it, there is a strong probability that you will be the loser, for you have no right to suggest a line of advertising that conflicts with the postal laws.

"There must be on the right side of the front of the envelope (any size) a blank space of not less than three and a half inches. Section 470, Par. 3, of the Postal Laws reads: 'Space should be left on the address side of all mail matter sufficient for a legible address and for all directions permissible.'"

Broadsides

THE broadside is the elephant of Direct Advertising—but a friendly and efficient beast.

The true broadside is not a messy conglomeration of small type and numerous illustrations. It should be an enlargement of the circular—not a collection of several circulars on one sheet.

Applying the Broadside

Supposing a manufacturer has a new (or at least undeveloped) design of carburetor. The automobile acessory supply houses are fed up on carburetor talk. They have no time or lack the inclination to read his 16-page booklet which illustrates the carburetor, exterior and sectional view, its various parts and describes its construction and uses in detail.

We know that if the dealers would read all of the booklet seriously they could not help but appreciate our pet carburetor's merits and take it on, or at least lay themselves open to the efforts of our client's salesmen. We must find the big point or points of interest and use them to open our dealer's interest and act as a wedge for further sales development.

After much effort in discussion with our client and considerable sifting of those sixteen pages of type and nice illustrations, we drag forth what are admitted as the chief points of attraction:

1. The carburetor cannot be flooded!
2. The carburetor cannot clog!

(Both imaginary carburetor virtues but they will do for our purpose.)

Those two points will appeal to any automobile man. He knows the pleasure of winding the flivver by hand when the starter was weak and the carburetor was flooded.

He looks back with profane reminiscence on those pleasant times when the engine gave a husky gasp and stopped; which meant taking the carburetor apart and cleaning out the dirt that stopped the flow. Those two points strike home! They arouse his interest!

So, we say to our client: "Let's get out a broadside as a starter on your list of prospects." "Well, all right, lezze—" Whereupon he wants to arrange the contents of fifteen of the sixteen pages in his booklet on the nice big sheet of India folding enamel you offer for the broadside. But we halt him right there.

The purpose of this broadside, like most effective broadsides, is to carry one or two points in a big, powerful, invincible manner. A broadside loses that power and becomes a clumsy mess when it is loaded up with too much small talk. If, through this broadside, we can convey the two primal appeals, we have awakened the interest of the indifferent dealer and he may ask for or listen to the details of our proposition. But *let us be content with that!*

Our broadside is to be 19x25—running both sides on a 25x38 sheet. It folds to 9½x6¼. The outer folds may read, "Two new virtues." Unfolding it reveals the statement, "and they are unfailingly present." Opening to the 19x12½ area, the dealer reads, "Your customers will welcome—," and as a heading on the full spread, "A carburetor that cannot be flooded and never clogs!"

No irrelevant talk on the opening folds. No mention of carburetors to scare him off. No tricky statements to irritate him. Just plain statements that lead him on. "Two new virtues and they are unfailingly present. Your customers will welcome a carburetor that cannot be flooded and never clogs!" A plain statement.

Below this bold head a super-size cross-sectional view of the carburetor with colored arrows indicating the two patented features upon which you have based this opening appeal. Brief text explains them. Another illustration in the lower left corner shows the carburetor in actual size. A sentence in color bids the reader, "Mail the post card today for further facts." Then the firm name and the broadside is done.

Many a dealer who never knew he received the booklet and who didn't bother to notice our client's advertisement in the trade magazines, will mail back the post card. Then he is on the way to buying. The true broadside starts action when other forms of advertising expire in vain effort.

> To the next man who doubts the efficiency or professes ignorance of the power of direct advertising, tell this:
>
> Three hundred million dollars spent annually sells approximately ninety billion dollars worth of merchandise. Selling cost, $300,000,000.00. Sales, $90,000,000,000.00. Percentage of sales cost to sales, one-third of one per cent. Less than the alcoholic content of certain beverages!

Suggestions

Keep the broadside simple. Powerful, easily grasped illustration and forceful text of brief simplicity.

Avoid cheap paper. Use 100-pound folding enamel or offset or antique book of good body, or cover paper.

Use a return card.

Two or three colors are advisable.

Fold the broadside to permit of postal inspection. Otherwise Uncle Sam may send it back.

Seal along the lower edge with a small gummed seal. The postoffice isn't eager to handle clipped matter. The clips catch on each other and on other broadsides.

Broadsides can be made to pay the user—that is one thing in their favor. They run into money—that's another point I like about 'em. PAT KAY.

Fits the Hand

A FAVORITE FROM COAST TO COAST

The

"Success" Benzine Can

THIS benzine can has been on the market twenty-five years, and is still going strong. It is now made entirely of brass with all earmarks of good workmanship. In daily use in thousands of factories, tailor shops and many other industries where a handy and well made benzine container is required.

MADE IN TWO SIZES

Pints and Quarts

IN STOCK AT ALL SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY

Face Your Men With Facts*

Those Who Object to Lowering Labor Costs Even Though Prices Are Falling, Do Not Consider the Injustice They Cause Workers in Other Industries

By GEORGE E. ROBERTS
Vice-President, National City Bank, New York

*Reprinted by permission of the Nation's Business, the official publication of the United States Chamber of Commerce

I HAVE been asked, in view of the present state of stagnation and falling prices, to put myself in the place of a manufacturer who has found orders falling off and is facing the necessity of either shutting down or greatly reducing his costs, in the hope of stimulating sales, to say what would I advise him to do.

In the first place, he asks what I think of the situation; is it necessary to make any radical change in the prices of his goods, or is he safe in standing pat and expecting the market to recover shortly, so that he can go on upon about the same basis of costs as before; or, if there is no prospect that the demand will revive at the old prices, how much shall they be lowered, and if the wage increases which have gone into effect in the last three or four years prevent a sufficient reduction in costs, what would I do about it? Is it best, in the interest of better living conditions, to make a stand to compel the public to pay the prices necessary to maintain them? If this policy is impossible, how is the situation to be presented to the wage-earners, to gain their friendly consent to reductions?

ONE of the most insistent questions that has trailed the business man from the old year into the new is that of reconciling high wages with a low market. A multitude of opinions on the matter have been brought forth, but few of them have helped to clarify it. Samuel Gompers said recently that "inflation is coming out of the business structure and in that process employers see what they believe to be an opportunity to cut wages though there has been no inflation in wages."

In this confusion of advice and voices we feel that we are doing industry a real service in presenting this analysis by Mr. Roberts. He endeavors to get at the facts and to present them clearly, on the age-old adage that "the facts will set us free."—THE EDITOR.

There are thousands of managers facing these problems today. Sales have fallen off, and plants are shut down, or running with short force or on short time, and usually running behind, because with the big investment and overhead of a large business, profits cannot be made on such operations.

The High Cost of Shut-Downs

Any good business man would rather keep running as long as he can break even, or as long as he will lose less by running than by closing the works, than to shut down. It is impossible to cut off all expenses. Some proportion of the overhead must go on: if there is indebtedness, interest will go on; taxes must be paid; deterioration to plant will take place; the force is disorganized and business will be lost permanently. It is far more serious for a big modern business to shut down than it was in the old time when the investment was small and men worked with hand-tools.

But if business conditions have undergone a lasting change, the sooner an industry is adapted to it so that it can run full time and full force, the better both for the owners and employes.

Answering the first question, I will say that I do not think the markets will recover to the high prices of the last year. I think those prices are gone never to return, unless industry should be disorganized by some upheaval greater even than the war. Those prices were the result of war conditions, and it was inevitable that as peace conditions were restored price tendencies would be downward. It is true that the highest prices occurred after the war had ended, but the markets were under the influence of conditions created by the war. That fact does not disprove the general proposition that prices are bound to be lower as we get away from the influence of the war.

How much are prices going to fall?

I am not going to answer that directly, but will give a general rule which you can apply for yourself. The prices of manufactured goods must correspond in a general way to the prices of raw materials and food products. The farmers are the biggest single group of producers in this country, and also the biggest single group of consumers, for everything they produce, over and above what they consume themselves, is given in exchange for the products or services of the other industries. The Department of Agriculture has estimated the value of farm products in this country in the year 1919 at $24,582,200,000, which is approximately one-third of all the wealth produced in this country in that year. This is the amount of buying power which has been at the disposal of the farmers from last year's crop; it is the amount of buying power which they put into circulation in the channels of trade, for if they did nothing with some of it but put it into their bank accounts, somebody used it. When you consider that the incomes of all the other people of the country probably did not exceed $50,000,000,000, you get some idea of how large a factor the farmers were in all the business of the country last year.

The farmers have less control over the value of their products than perhaps any other class. They are not organized in any effective manner to control production or prices; they have to take practically what the competion of the markets give them, which, however, I do not think nearly so much of a hardship as is commonly represented, because I think the law of supply and demand is the final dictator as to both wages and prices. But the product of our farms largely is sold in the markets of the world, and the prices in those markets also govern prices at home. During the war export prices went very high, but this year the crops of Europe are larger, and Europe is so poor that it cannot buy as much as it needs, and the prices of all farm products have had a great fall. I want to be on the safe side and, I think, it is very moderate to say that the prices of farm products have declined 25 to 33 1-3 per cent, and that the shrinkage in the purchasing power of the farm population in the aggregate is from $6,000,000,000 to $8,000,000,000. Anybody can look up the fall in the principal farm products for himself. It must be remembered, also, that what the farmer has to spend shrinks more than his income, because out of the proceeds of his crops he must first pay whatever debts he contracted while making them. What

is left over he can spend, but the debts do not shrink with the prices. They will take a larger proportion of the farmer's earnings and leave him a small proportion to buy things with.

There's Only One Remedy

This decline in the purchasing power of the farmer throws the industrial situation out of balance and causes a general disorganization. Since every line of production can sell less to the farmer, the purchasing power of all will be affected and they will buy less of each other.

There is only one remedy. If the prices of all the things that the farmers want to buy will come down, to correspond with the prices of what they have to sell, they can go on buying as before, subject only to the necessity of taking care of outstanding debts. But that is the only condition upon which the mills and factories can be started up on anything like full time. The next question is, how much must the prices of manufactured goods be reduced?

They must come down to a parity with farm products and raw materials. Possibly, farm products in this plunge have gone too low; they may recover to some extent, but bear in mind that even yet most prices are above the pre-war level. Remember that before the war Russia was a great source of supply for foodstuffs and raw materials for all Western Europe and that whenever Russia comes back, demands on the United States will be lessened.

The last question asked is, how is this changed situation to be made clear to the wage-earner?

Tell Him the Truth

The answer is to point to the facts and ask him to investigate them for himself. It is to his interest to know the truth. We live in a different state of society from that of two or three generations ago when the population was small and supplied its wants by means of hand industries. The population of today could not be supported in the present manner of living by means of the old industries. It takes the factory methods, with large investments in machinery, power and equipment of all kinds and modern transportation facilities, to provide for the wants of the growing population. We all have to become experts at something and exchange products or services with each other. The farmer is growing food for the entire population, the workers in shoe factories are making shoes for the entire population, the workers in cotton and woolen mills are making cloth for the entire population, the employes on the railroads are carrying the goods back and forth in the exchanges, and so on all around the circle of the industries.

Everybody is selling his products or services for money, but in the last analysis all are exchanging goods and services with each other. Money is only a means by which the exchanges are conveniently made, in the end this trading must be on a fairly equitable and balanced basis, or the whole system will break down. If any large part of the population is deprived of ability to purchase the products of others the whole organization is demoralized.

Now this is what has happened: A few months ago wheat was selling in the Chicago market at about $2.75 per bushel, now it is down to about $1.65; corn was selling in August at $1.50, now it is down to 68 cents; hogs were selling at $18 per hundredweight, now down to $10; oats were selling at 72 cents, now down to 45 cents; cotton was selling in July at 35 to 40 cents per pound, now down to 16 cents; wool was selling a year ago at 60 cents per pound, now 30 cents.

It was right and necessary when farm products were forced up by the war that wages should be advanced to correspond with them. The wage-earner had to have more pay to enable him to live; it was necessary to maintain the balance between the industries. It is true that there was great unevenness in the advances; in some industries the higher cost of living was more than covered by the wage advances, but in many the advances were not sufficient to cover it. That should be considered in the readjustment.

But now that farm products have had this big drop, the situation is out of balance. Suppose we look at the case of the grower of cotton or wool. He sells his cotton at 15 to 17 cents per pound instead of 30 to 40, or his wool at 30 cents, formerly 60; it passes through the hands of the railway employes, whose wages have been increased over 100 per cent, to cotton mills, where it is made into cloth by workmen whose wages have been increased 150 per cent, and is made into clothing by workers whose pay has been increased 100 per cent or more, and finally comes back in the form of clothing for him to buy. How much can he buy under these conditions?

J. A. Schoyer, secretary of the Legislative Committee of the Farmers' Union of Nebraska, appeared before a joint meeting of the Senate and House Committees on Agriculture, Washington, D. C., on December 2 last, for the purpose of describing the situation of the farmers. Here is a short account of what he said, as it was told in the newspapers:

The Cost of a Hat

"Mr. Schoyer said that his hat, which he had thrown carelessly on the table, cost him last year four bushels of corn. He went to buy another and found it would cost him 24 bushels, so he had the old one cleaned instead of buying another.

"His suit of clothes, he said, cost him two years ago 18 bushels of corn and was priced at $37.50. He had visited several stores to see about getting another, and he found the same old price on the same kind of a suit, $37.50, but it would now cost him 64 2-3 bushels to get it."

Who is to answer that statement? What answer can be made? If you should get a group of factory employes together and bring Mr. Schoyer before them, what would they say to him?

Would they assert that it was just and fair, as between the farmer and the factory worker, that after their pay had advanced together, or approximately at the same rate, and now that farm products have been heavily reduced, the farmer shall go on paying the town workers as much as before? And even if the farmer was willing to do it, does anybody see how he *can* do it?

"If we consent to wage cuts," someone asks, "how are we to know that they will not be cut more than is necessary, or that they will be restored in case profits become good?"

When business is good in any line, the employes are very likely to know it. When all the shops in a given line of industry are working to capacity, or looking for more men, it is not very hard to maintain wage standards and gradually advance them. There are mean employers and also employers who are liberal and enterprising enough to set the pace of wage advances in good times. The first thing and main thing is to have goods made on a basis that will enable them to be sold; when business is good, wage-adjustments can be obtained. There is a fairly good guide all the time in the relation that existed between wages and prices before the war. The wage-earner is at no disadvantage if, in order to get the industries going again, he agrees to wage reductions corresponding to the reduction in the cost of living, provided his wages were advanced to correspond with the rise in the cost of living.

Furthermore, wage-fixing and price-fixing are not done

Concluded on page 63

How They Print in Japan

Tokyo, Japan, December 11, 1920.

Editor BEN FRANKLIN MONTHLY:

I visited the largest print shop in Tokyo on the ninth and I wouldn't have missed it for many things. In the first place, this institution has 1,500 employes, a portion of whom work at composition and some presswork, in the heart of the city. The web pressroom and other press work of a large nature is done about two miles from the main plant and the bindery is located two miles in another direction. The employes, that is the majority of them, are boys and girls from 11 to 18 or 20 years old. The racks of cases extend from the floor to as high as the little chaps can reach. You know they read their papers the reverse from ours, that is, up and down, but they set it the same way. They have 3,000 characters from which to select. Some of them set English composition without knowing the meaning of a word that they set.

Of course, I can see how there is no labor problem here—that is what they tell me—but I have done my best to warn them that they should be liberal with their employes and help and protect them.

Everything in the pressrooms is run from belts and shafting with no heat except from little charcoal stoves. The heat in their pressrooms is about 50 degrees at this season. Rather cold for handling lead and iron. They do no good printing that I have seen or, rather, none that can compare with the United States.

I think I told you before that compositors get $35.00 a month and work any old hours, seven days a week, with only four or five holidays in a year. There could not be a worse layout of material anywhere. Their output from 1,500 employes certainly cannot exceed that of one-fifth that number in the United States, and it is not because the employes are idle. They are slow and hampered in every way, but they are industrious and appear to be happy. They make up forms on the press and run their presses 1,000 an hour. They have all small presses, nothing over 33x46 sheet; the webs are small, too, and run slow.

Most of their cylinders are from Elliott of England, but they have two small Miehles which are run about one-half the speed we should run them. They also have two auto presses. Their webs are all built by Hoe & Company. These have apparently been discarded by employers of the United States. They run short editions with plenty of squeeze and makeready unknown.

They are anxious, however, for information, as in everything else. One sees lots of evidence of their copying our works in the United States. In twenty-five to fifty years they will change everything, including their religion of Buddhism. CHARLES FRANCIS.

Note: Mr. Francis recently injured his foot, necessitating the amputation of a toe, but is again able to travel. His next mail address will be care of F. T. Wimble & Company, 87 Clarence street, Sydney, N. S. W., Australia.

Printing office errors have riz—you cannot afford 'em on the office menu today.

Average Hour Costs

Editor BEN FRANKLIN MONTHLY:

We want to secure the average hour costs for hand composition and job work in 1918, as well as the average hour cost for cylinder press work on a press 38x50 or larger; also the bindery hour costs for men's hand and machine work and girl's hand and machine work, and the increase that has come about up to the present time.

Republican Publishing Co., Hamilton, Ohio.

Editor's Note.—

Average Hour Costs

	1918	Last ¼ 1919	1st ¼ 1920	2nd ¼ 1920	3rd ¼ 1920
Hand Composition	$2.10	$2.60	$2.59	$2.63	$3.00
Job Work, 10x15 or smaller	1.04	1.38	1.31	1.30	1.46
Job Work, larger than 10x15	1.29	1.71	1.62	1.66	1.85
Cylinder Press, 38x50 and up	2.87½	3.66	3.45	3.43	3.88
Men's Hand Bindery	1.11	1.59	1.70	1.60	1.57
Men's Machine Bindery	2.13	2.43	2.26	2.28	1.93
Girl's Hand Bindery	.56	.74	.78	.83	.84
Girl's Machine Bindery	.88½	1.11	1.33	1.20	1.23

No figures are available for last quarter of 1920 (October, November and December, 1920).

Average Productive Time (on which these costs are figured)

Hand Composition	60%	61%	63%	63%	61%
Job Work, 10x15 or smaller	57%	55%	54%	55%	53%
Job Work, larger than 10x15	56%	45.4%	44%	49%	51%
Cylinder Press, 38x50 and up	54%	60.2%	66%	65%	68%
Men's Hand Bindery	88%	83.1%	79%	87%	87%
Men's Machine Bindery	58%	68%	73%	92%	81%
Girl's Hand Bindery	85%	70.6%	81%	87%	85%
Girl's Machine Bindery	63%	62.2%	54%	78%	78%

Reclaiming Waste

WE ARE in receipt of the following request. Any of our readers who have any information on the subject will earn the gratitude of the Industrial Research Bureau if they will send it to that organization:

Editor BEN FRANKLIN MONTHLY:

Will you please furnish us with any information that you may have on the so-called "Reclaiming System" installed by large factories for washing the rags and wastes used for wiping off oil, polishing a surface, or whatever other purposes that you may know it is used for.

The reclaiming system, besides furnishing the men with clean absorbent rags and wastes, also reclaims the oil. A large saving is thus enjoyed. Formerly all this material was instantly burned to prevent fire.

INDUSTRIAL RESEARCH BUREAU,
1004 First National Bank Bldg.,
Cincinnati, Ohio.

Thanks, Ever So Much

Editor BEN FRANKLIN MONTHLY:

Find herewith check in payment of subscription to BEN FRANKLIN MONTHLY, the first copy of which has just arrived. We are pleased to state that this has made a very good impression in our office, and congratulate you thereon.

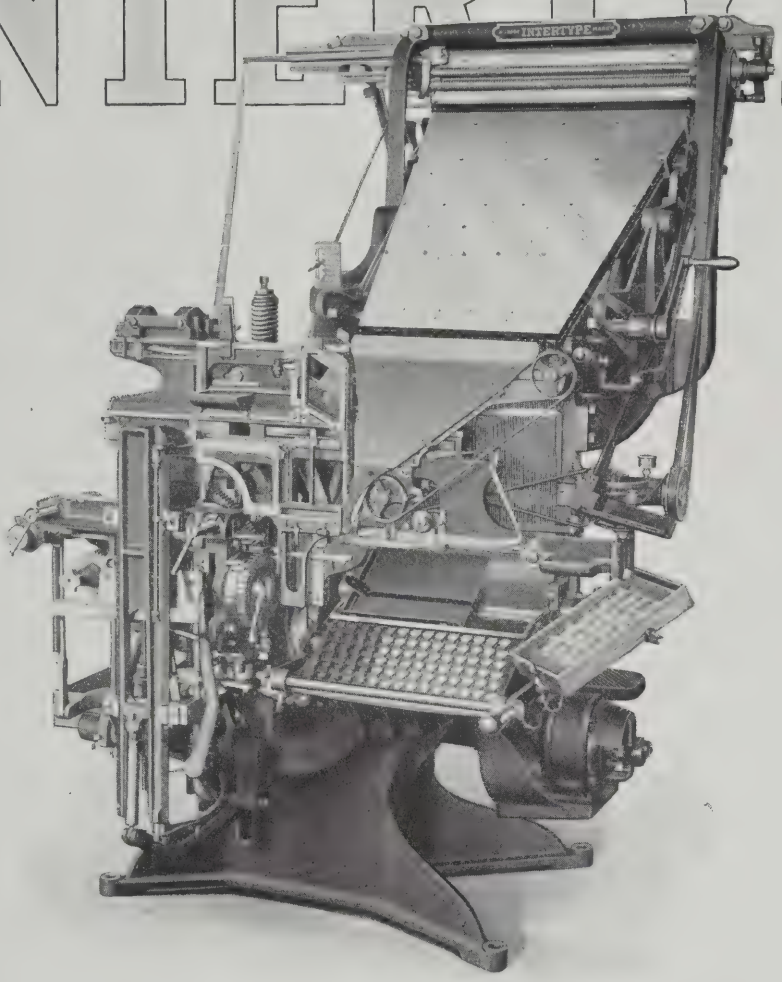
Cornelius Printing Company, Indianapolis, Ind.

Opportunity may have knocked at your door the day you were down the street telling somebody a hard luck story.

INTERTYPE

Over 4,000 Intertypes in use all over the World

Ask any User for his opinion



A large proportion of INTERTYPE Installations are the result of

Repeat Orders

The INTERTYPE is not a limited line casting composing machine, different units may be added, increasing its typographical range in all measures and body sizes from 5-point to a wide 36-point in Text, Head-letter and Display.

No obligation on your part to make us prove that the INTERTYPE is "The Better Machine."

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Middle Western Branch
Rand McNally Bldg., Chicago, Ill.

Southern Branch
100 Madison Avenue, Memphis, Tenn.

Pacific Coast Branch
86 Third Street, San Francisco, Cal.

Ben Franklin Monthly

PUBLISHED FOR SERVICE TO

Printers, Paper and Supply Houses, Engravers, Electrotypers, Binders and Paper Rulers located in the United States and Canada

Editor - - - - - - - - - P. A. Howard
Managing Editor - - - - - C. J. Nuttall
Advertising Manager - - - - - E. P. Rowe

BEN FRANKLIN PUBLISHING CO.

P. A. Howard - - President and Treasurer
E. P. Howard - - - - Vice-President
C. J. Nuttall - - Secretary

508 South Dearborn Street, Chicago
Telephone Harrison 6113

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Our New Slogan

PROSPERITY of the printer depends upon himself. If anything, he should be experiencing a greater volume of business during the present so-called period of depression than ever before. If he is a salesman or has the right kind of salesmen, he can prove to the manufacturers and merchants of the country that his is the one means of moving merchandise and bringing about normal conditions once more.

The Chicago *Tribune* has taken as its slogan "1921 Will Reward Fighters." This applies to the printing industry. The printer who will set his jaw, square his chest and clear the cobwebs from his selling organization will be rewarded.

Personally, we prefer the slogan of Julian Wetzel of Indianapolis, who, in an article in the January BEN FRANKLIN MONTHLY, said "There is always business for good business men." In fact, we are going to steal it as the slogan advocated by this publication, giving Mr. Wetzel due notice of our intention. The "Good Business Men" referred to are those who can go out and create business.

It is for this reason that BEN FRANKLIN MONTHLY is now devoting the greater part of its space to articles on salesmanship and sales methods. It believes that it can best aid "Good Business Men" by telling them *how* to create business to keep their presses running. This and the labor situation are the two biggest problems confronting the industry today.

A Clouded Issue

THE grant of increased wages to New York journeymen printers, which was made the first of the year, is indeed unfortunate, since it will have the affect of clouding the issue in other cities. One must realize that the award is based on living costs last October and that the increase is retroactive to that month. It is not an award based on the living costs of December or January, which show a marked decrease when compared with costs in October. Employes must be made to see that any new awards to be made this month or next must be based on living costs of the period between the time when the old scale was made and the present. Since such a decrease in living costs as shown in federal statistics necessarily means a wage cut, in accordance with existing agreements, such cuts will seem incongruous unless this fact is emphasized. The cry will go up: "New York increases wages while you lower ours." When the fact that New York's award is based on conditions as they were almost six months ago is remembered a great deal of this questioning will vanish.

Your Apprentices

THE Franklin-Typothetae of Chicago recently held a "director's and officer's meeting" of the firm of Peabody & Wetmore. We wish every printer in the country could have been present. Space is too limited to go into detail regarding the various phases which came in for discussion. However, we do want to call attention to one portion which we believe to be an editorial which does not need rewriting. Therefore we print it just as two of the participants in the meeting gave it:

Mr. Griffin: Well, you are chairman of the Joint Apprentice Committee, aren't you?

Mr. Patterson: I am.

Mr. Griffin: Yes, so I thought. Well, you remember at the last meeting a week or so ago, in my office, that we went over the records of apprentices who are out of employment and are up against it to finish their trade?

Mr. Patterson: Yes, I remember distinctly; it worries me.

Mr. Griffin: Yes, I should think so. This is the condition that brings me before you gentlemen, and I apologize. James Smith, third year apprentice, entering his fourth year January 1st, was let out by your composing room foreman a day or so ago and reported at the rooms today. Foreman said he wasn't worth three dollars more today than he was yesterday, just because he showed a different colored card. Now, what about those worries of yours, Mr. Patterson?

Mr. Patterson: They don't change my views a bit, Mr. Griffin, not a bit. It is the first I have heard of the case you mention.

Voices: What is this all about? I don't get it, do you? What does it mean, Pat? They can't put us in jail for that, can they?

Mr. Patterson: You gentlemen may be interested. Every employing printer should be interested in this. We have to make printers' apprentices. Every comp. that dies must be replaced, everyone that moves to Florida to take up orange growing must be replaced. Every increase in the printing business of this town must be done by printers. Are we doing that? Yes and no! Partially, but not to the extent we should. We are not awake to the situation. In a survey which on January 1st had covered 192 plants in this city, 39 per cent were not awake to their jobs; 79 shops out of 192 had not availed themselves of the full quota of apprentices of one to each seven journeymen. And another abuse, a practice that this case Mr. Griffin cites is an example of. When a boy gets to his fourth or fifth year, some foremen don't like to help him along into journeymanship. Some can't see the raise in pay that he gets periodically. Yet he is more often a better man at that stage in point of worth to us than before and after. As a consequence, there are 19 to 25 apprentices today that are in their fourth and fifth year and without jobs. Any employing printer can help the situation by getting in touch with Mr. Cantrell at the Franklin-Typothetae office and at the same time make money for himself. Mr. Griffin, that boy goes to work in the morning. Thank you for coming in and insisting on seeing me about him. It is as important as some of the things we were discussing, and a whole lot more important than what I was saying.

This is equally true of practically every plant in the country; Peabody & Wetmore and other Chicago plants are not the only culprits.

HAMMERMILL BOND
"The Utility Business Paper"

SEND for a set of portfolios that will help you sell more printing.

HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

A Way Out

A WAY out of the labor difficulties in the printing trade is suggested by the recent adoption of standards of production in the making of women's clothing. The move is supported jointly by the Cleveland Garment Manufacturers' Association and the Cleveland locals of the International Ladies' Garment Workers' Union. Time studies are being made to establish standard of output. The employers and unions agree on a minimum wage which is guaranteed. A wage 10 per cent above the minimum will be paid all who make the standard. Skilled workers who exceed the standard will be paid in proportion to their output. This means that production is no longer limited by the unions, using the slowest workers as the basis for the limitation. It also means that the worker is paid for the actual amount of work done and it means that production is speeded up.

While such a plan would not be feasible in all departments of a printing plant, it could be adapted to the machine composition and bindery departments at once. That it will is expecting too much, but it at least offers a basis for a new understanding between employe and employer.

Worth While Reading in Current Publications

A department designed to keep the printer in touch with the advertising and selling world

Your Goods or the Other Fellow's? By L. R. Alwood. *Mailbag*, Vol. 4, No. 8, p. 249.

How Do Stamped Return Envelopes Influence Replies? *Printers' Ink*, Vol. 1113, No. 11, p. 162.

The Strategy of Using Direct Advertising and House Organs to Sell Goods for Dealers. By Robert E. Ramsay. *Mailbag*, Vol. 4, No. 8, p. 253.

Direct Mail Advertising in Foreign Trade. By E. E. Hill. *Mailbag*, Vol. 4, No. 8, p. 267.

Needed a Newspaper—Built Its Own. *Dry Goods Economist*, No. 3988, p. 65.

Shall We Have a Sales Tax? *Advertising and Selling*, Vol. 30, No. 24, p. 18.

What Makes a Good Salesman? By Leonard H. Allen. *Business*, Vol. 2, No. 4, p. 7.

Does Your Letterhead Help? By C. L. Edholm. *Advertising and Selling*, Vol. 30, No. 24, p. 16.

It Pays to Advertise Now! *Advertising and Selling*, Vol. 30, No. 25, p. 3.

Has Advertising Ever Advertised Itself—Adequately? By W. L. Larned. *Printers' Ink*, Vol. 113, No. 3, p. 73.

Sales Promotion by Mail. By W. F. Wyman. *Export Trade*, Vol. 4, No. 14, p. 5.

Telling About the Product in Your Advertising. By C. M. Smith. *Advertising and Selling*, Vol. 30, No. 24.

What Executives Should Do Now. By Charles W. Hoyt, President Hoyt's Service, Inc. *Forbes*, Vol. 7, No. 5, p. 156.

Vitality Like an Indian

CALUMET NON-MELTING ROLLERS

Purchase Winter (CalCo) Rollers

and insure yourself against Roller trouble next summer.

CALUMET ROLLER COMPANY

Phone Englewood 8734 6310 Wentworth Ave., Chicago

Now more than ever—

the customer is particular about his printing. He wants it printed right and he wants it ruled and bound right.

That's our job

We know that the work we turn out will satisfy you and your customer.

In addition everyone of the following members of the

Employing Rulers' and Binders' Association

is a member of the Franklin-Typothetae of Chicago.

Nuf Ced

DIRECTORY OF MEMBERS

Aggerbeck Ruling & Binding Co. ..... 107 N. Market St.
J. A. Burrows & Co. ..... 310 S. Canal St.
Caxton Ruling Co. ..... 508 So. Dearborn St.
John H. Daly ..... 300 W. Grand Ave.
C. J. Farwell Co. ..... 626 So. Clark St.
Gould & Eger ..... 157 W. Monroe St.
J. L. Harding Co. ..... 102 N. Wells St.
Harris & Walker ..... 167 W. Monroe St.
C. F. Kuhlow ..... 714 So. Dearborn St.
Fred C. Laukert ..... 712 Federal St.
Harry F. Little ..... 521 W. Monroe St.
Mortell & Co. ..... 626 Federal St.
Oconto Mfg. Co. ..... 525 So. Dearborn St.
Reding & Hauser ..... 621 Plymouth Ct.
Frank J. Stadtfeld ..... 542 So. Dearborn St.
Stoll & Westerlin ..... 416 So. Dearborn St.
Trade Ruling & Binding Co. ..... 607 So. Dearborn St.
F. M. Volkert Co. ..... 117 N. Wells St.
Weber & Bloom ..... 422 So. Dearborn St.
Weil Bros. & Co ..... 416 So. Dearborn St.
Western Book Bindery ..... 732 Federal St.

Are you now giving your work to members of this Association? If not, why not?

A. R. Buckingham

LINOTYPE
COMPOSITION

CAREFUL : ACCURATE
PROMPT

LINOTYPE SERVICE
and MAKEUP

15 South Market St.
CHICAGO

Telephone Franklin 1996

Fred C. Laukert

BOOK BINDER
and PAPER RULER

is always on the job to give you service — and the quality of his work speaks for itself.

Telephone:
Harrison 5719

712 Federal Street
CHICAGO

How Does Your Firm Do It?

JUST as the man remarked after handling a prickly pear, "It's the little things in life that count," just so do little courtesies make life worth while. This is true in a business as well as social sense, since these courtesies become good will builders or, better yet, business builders.

Witness how one Chicago printing establishment thanks its customers for the checks that come in around the tenth of each month:

THANK YOU FOR YOUR REMITTANCE.
RECEIPT FOR WHICH IS ENCLOSED.
WE APPRECIATE YOUR PATRONAGE
AND HOPE FOR A CONTINUATION OF IT.

Stewart & Fryer
PRINTERS

These are printed on Wedding Bristol and enclosed with the receipted bill. They give just the right touch and cause the customer to say: "Well! Here's a firm that appreciates my account. Let's see. We need some printing right now. Miss Jones. Call Stewart & Fryer and ask them to send a salesman over."

The printer all too often forgets the old customer in his anxiety to add new names to his books. Cultivation of old accounts will prove just as fruitful as going after new ones, without the additional expense and greater credit risk which always accompanies a new customer.

There are various ways of building good will *and* additional business. House organs, calendars, desk pads and novelties of all kinds not only serve as advertising but create the feeling of appreciation which has come to have an important part in business psychology. However, they are *advertising* first and good will builders second. The Stewart & Fryer enclosure makes no direct appeal for business. This fact is recognized and appreciated by the buyer, who is in a more receptive mood for the straight advertising matter of the company which comes every month.

Business Revival by August

THE Annalist business barometer, the "Business Index Line" introduced in January, 1920, has completed its first forecast and indicates the end of the slump in security prices. It fixes the date for the revival of business activity as next August, on the theory that the movement of the stock market discounts the movement of business by from four to ten months.

Want Any Plates?

It's our business to furnish plates, electrotype or nickeltype. We've got to give you satisfaction in quality and service. *Let's show you.*

Telephone Harrison 6062
or call on

Schroeder Bros. Company
Electrotypers · and · Nickeltypers
120-124 W. Polk St. Chicago

ATLANTIC BOND

The "Eastern" Sulphite — *with the "Rag" appearance*

ATLANTIC BOND shows what can be done with sulphite pulp by an organization that knows how—and that has the right equipment and the right kind of pulp to work with.

The Eastern Manufacturing Company owns its own spruce forests, makes its own pulp and pulp chemicals, and in safeguarding the quality and uniformity of its products even goes so far as to filter *and neutralize* every drop of water used.

The result you can *see*, and see plainly, in any sheet of Atlantic Bond that you care to examine.

Atlantic Bond is an all-sulphite sheet at an all-sulphite price, but with a "rag look" that avoids all suggestion of cheapness. In strength and texture it compares favorably with many rag-content bonds, and it is *whiter* and *cleaner* than all but a few of the best of them.

The colors, besides White, are Pink, Blue, Green, Buff, Canary, Goldenrod, Russet, Salmon and Grey. Write the nearest distributor.

EASTERN MANUFACTURING COMPANY, *General Sales Offices:* 501 FIFTH AVENUE, NEW YORK
Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO

ATLANTIC BOND DISTRIBUTORS

ALBANY—W. H. Smith Paper Co.
ATLANTA—Sloan Paper Co.
BALTIMORE—Baltimore Paper Co.
BOSTON—Von Olker-Snell Paper Co.
BUFFALO—Disher Paper Co.
CHICAGO—La Salle Paper Co.
CLEVELAND—Millcraft Paper Co.
LOS ANGELES—Blake, Moffitt & Towne
MANILA, P. I.—J. P. Heilbronn Co.
NEW YORK—Miller & Wright Paper Co.
PHILADELPHIA—Molten Paper Co.
PITTSBURGH—General Paper & Cordage Co.
PORTLAND, ORE.—Blake, McFall Co.
RICHMOND, VA.—Southern Paper Co.
ST. LOUIS—Acme Paper Co.
ST. PAUL—E. J. Stillwell Paper Co.
SAN FRANCISCO—Blake, Moffitt & Towne
SEATTLE—American Paper Co.
SPOKANE—Spokane Paper & Stationery Co.
TACOMA—Tacoma Paper & Stationery Co.
WINNIPEG—Barkwell Paper Co.
EXPORT—J. L. N. Smythe Co., Philadelphia
EXPORT—W. C. Powers Co., Ltd., London
EXPORT—A. M. Capen's Sons, Inc., New York

ATLANTIC BOND
is made by the makers of Systems Bond

CHICAGO

The Hub of the Industrial West

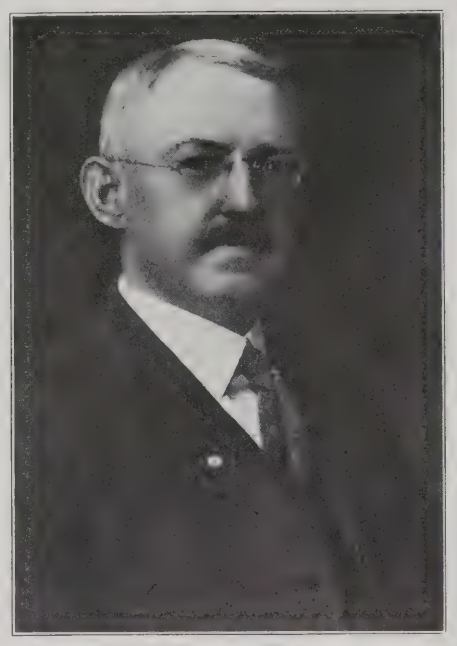
A. J. Hoerth, New York manager for the Latham Automatic Registering Company, has been made western representative of the F. Wesel Manufacturing Company, with offices in Chicago.

At last the truth is known! A Chicago printer was responsible for the nomination and, therefore, election of Calvin Coolidge as Vice-President of our fair country. We have it on no less authority than that of President George A. Gallivar of the American Writing Paper Company, who gave away the secret at the sales conference of the Whitaker Paper Company, held in Cincinnati last month. The portion of his speech referring to this historic happening follows:

"* * * and I had said to Mr. Donnelley that the little morocco-bound sixty-page booklet entitled 'Law and Order—Coolidge,' which he had turned out over night for me at the beginning of the Chicago convention led directly to the nomination of Governor Coolidge as Vice-President of the United States. The printers here will be interested in knowing that this was a printing job that proved of great and timely value. As an illustration of an act of a live organization, which not only was alive but was flexible and under fine control, with a wonderful pickup and speed endurance, it has distinct value in this discussion. I gave the Donnelley Press part of the copy for the booklet at four p. m. and the remainder of the copy at eight-thirty p. m. on Monday. They had to scour the plant for morocco leather and set their bindery also at work. The completed book was delivered at ten the following morning. Judge McCammert of Oregon, who nominated Coolidge, when asked what he knew of the man, stated frankly, 'very little,' but that a little black book of Collidge's had been given him which he read thoroughly. This had convinced him that Coolidge was the man and the statesman the job demanded. He seized the opportunity and put him in nomination. I also said to Mr. Donnelley that if he had not turned the trick and gotten that book out in miraculous time a great loss to the country would have resulted. He remarked almost gleefully that it wasn't he but the kind of men he had around him that did it. I answered that nevertheless it was the Donnelley organization. He retorted, 'I don't trouble about organization. I get the right men.'"

Officers of the Chicago Club of Printing House Craftsmen, for the year 1921, were elected Tuesday night, January 18, at a meeting held in the Morrison Hotel. William R. Goodheart of Stromberg, Allen and Company was re-elected president; Frank Dermody of the Woman's World Magazine Company, re-elected first vice-president; William C. Schmidt, Brock & Rankin, re-elected second vice-president, and Christen Olsen of the Manz Engraving Company, re-elected treasurer. Harrie A. Sackett of J. Walter Thompson Company was elected secretary to succeed E. J. Clegg of the George Seton Thompson Company, who resigned after acting in that capacity for three years.

Calumet Secretary



David H. Dryburgh

Mr. Dryburgh was recently re-elected secretary of the Calumet Ben Franklin Club and has now entered on his fourth successive term. He has also served two terms as president of the club. He is one of the owners of the Hyde Park Printing Company, 1223 East 55th street. Born in Glasgow, Scotland, he first migrated to Toronto, Canada, where he served on several of the daily newspapers. He came to Chicago in 1884 and was employed for a number of years on the daily papers of this city. He is one of the best known men in the Chicago trade.

Frank Stauder, Sr., of the Stauder Engraving Company, died January 18.

Fred W. Clayton, who has been connected with the sales organization of the American Printing Ink Company, Chicago, has been made sales manager of that concern.

Of value to the typographer, printer and advertising man is the new estimating chart just published by J. J. Smith of the Superior Typesetting Company, 732 Federal street, Chicago, a copy of which was sent this publication last week. By means of the chart it is a simple matter to tell the amount of type that will result from any quantity of typewritten matter and a sheaf of copy can be transferrerd immediately into whatever size book is to result. The chart is attractively bound and should find a place on every printer's desk. It sells for fifty cents a copy.

Kilgore Linotyping Company, Hearst Building, has increased its floor space by one-third and is adding two new Monotypes to its equipment.

A press agent might be able to describe properly the annual meeting of officers and directors of the firm of Peabody and Wetmore, Inc., held Thursday night, January 13, in the rooms of the Chicago Real Estate Board, but to one less gifted the task becomes such that he is inclined to give up in despair.

The opulence of Thomas Peabody, chairman of the board, who, in the person of Thomas Quin, came all the way from Palm Beach to attend the meeting; the pride with which his hard working partner, James Wetmore (there was a time when it was plain Jim) makes his report of progress through Marion S. Burnett; the flowery language and great modesty used by the Vice-President in Charge of Sales E. E. Laxman in telling of the part his department has played in the year just ended; the equally modest and retiring vice-president in charge of purchasing in the person of A. H. Reinhardt; the scoffing of the vice-president in charge of production, who in real life is W. B. Patterson, and the quiet dignity of the balance wheel of the corporation, Secretary-Treasurer Luther C. Rogers, all cause one to realize that Peabody and Wetmore, Inc., has "arrived" as a firm that is making money, increasing the number of its customers and, unafraid, looks to the coming year for even bigger things.

The time of the skit is just one year to the day after the curtain goes down on the last act of the "Sick Print Shop" and shows the officers and directors in the process of giving their annual reports. The comments of the various officials during the first half of the playlet cause one to nudge his neighbor to make him see the point, already obvious to him as evidenced through his return punch. The second half is the serious portion, for it is at this time that the outlook for 1921, as seen by the purchasing agent, sales manager, production manager and secretary-treasurer, is given. Since each of those who portray the parts alloted them hold equal positions in the firms with which they are daily connected, the wisdom of their forecast cannot be doubted.

All in all, the director's meeting is even better than the Sick Print Shop. That it was of equal interest is shown by the large number in attendance—over 250—and the comments made at the conclusion. Others who took part in the play are R. W. Hummeland and R. B. Nelson.

Of special import was the fact that all but one of the officials of the United Typothetae of America were present as guests of the local association. These included W. J. Eynon, president; J. Linton Engle, first vice-president and chairman of the executive committee; George H. Gardner, vice-president; Douglas Murray, vice-president; Fred W. Gage, treasurer; Edward T. Miller, secretary; G. Frederick Kalkhoff, William V. Parshall, B. F. Scribner, A. M. Glossbrenner and J. C. Acton.

The Union Book Bindery, 442 North Wells street, now has six Christensen stitching machines, four of which are Model B and two Model E. These are capable of handling 300,000 circulars a day. The plant is one of the most up-to-date in Chicago.

A ruling of prime interest to printers was made by Judge Sculman, of the Municipal Court of Chicago, last month, when he rendered a decision in favor of the Blackstone Institute in suit brought against that company by Ritzmann, Brookes & Company, 300 West Grand avenue. The claim was for seven and one-half hours of a compositor's time used in checking, assembling and delivering the plates of the Blackstone Institute which had been used by the Ritzmann, Brookes company on a job for the former concern.

After hearing testimony in the case, the court cited the law providing that all plates be returned to a customer in the same condition in which they are received. The court further stated that it was not necessary to employe a compositor in making delivery of plates and that it is the general custom in the printing trade to make no charge for delivering plates after they have been used on a job.

W. R. Goodheart, president of the Chicago Club of Printing House Craftsmen, and E. J. McCarthy, George Crane and A. F. Lewis have returned from New York, where they arranged with New York and eastern exhibitors who will be represented at the Graphic Arts Exposition to be held in the Coliseum, July 23 to 30. While in New York these men attended the annual meeting of the New York Typothetae.

The A. C. McClurg Company last month purchased the plant of Winkler-Grimm in South Bend, Indiana. Purchase price is said to have been $200,000. The McClurg company will not begin the production of printing in its new plant until June 1, the time between then and now to be devoted to renovating and installing new equipment, which it is expected will bring the value of the holdings to $400,000.

Mrs. Edward Irwin, widow of a veteran Chicago printer who was for eight years president of Typographical Union No. 16, last month celebrated here 84th birthday at the home of here daughter, Mrs. Carolyn Irwin Mehring, 1309 Winona street. Mrs. Irwin has been a native of Chicago for 82 years, coming to this city in 1838.

Salesmen-members of the 100% Club of the Chicago Paper Company held their annual sales conference January 8 at the City Club. Plans for the next year with talks on subjects vital to salesmen and election of officers filled the day. H. B. Ingersoll was elected president of the organization, succeeding C. W. Wright.

The printing plant of the Duplicator Manufacturing Company will be moved to the third floor of the building on the northeast corner of LaSalle and Kinzie streets, which was leased last month from John R. Thompson for ten years at a term rental of $55,000.

W. H. Sleepeck of Sleepeck-Helman Printing Company and W. C. Hollister of Champlin Law Printing Company were appointed directors of the First National Bank of Oak Park last month. J. P. Black of J. P. Black & Company is president of the bank.

Luther C. Rogers, of Rogers & Hall Company, was one of the speakers at the annual meeting of the Illinois Manufacturers' Association, held at the Hotel Drake, January 11. Mr. Rogers' topic was "Federal Taxation."

Volume 1, number 1, of *Engletype Squirts*, the new house organ of the Englewood Typesetting Company, 536 West 63rd street, made its appearance last month.

Dress suits. Dress suits everywhere. A thousand dress suits. That is the impression a reporter for BEN FRANKLIN MONTHLY got on Saturday night, January 15, when he glanced through the door of the Hotel LaSalle ballroom while the dinner-dance of the Old Time Printers' Association was in progress—and as hurriedly rushed away.

The reporter couldn't afford a dress suit. He wasn't a printer. Therefore the hasty exit. To be exact there were 320 full dress suits and 320 er watcha macallems—the society editor says evening gowns. But at any rate it was a slam bang real society affair and one of the best that has yet celebrated the birthday of Benjamin Franklin, printer-statesman.

It was the thirty-sixth annual banquet of the Old Time Printers' Association and since each has been better than the preceding, one rapidly runs out of adjectives and superlatives with which to describe it.

Following the dinner, which had been varied by music, Charles L. Estey, former advertising counselor of the U. T. A., took charge as toastmaster of the evening. Divine invocation was made by Rev. Dr. Herbert W. Prince of the Church of Epiphany. The address of welcome was given by Michael Colbert, president of the association, who was followed by S. John Duncan-Clark, associate editor of the Chicago *Evening Post*, who had as the subject of his address "Ben Franklin." Superintendent of Police Charles C. Fitzmorris, who was to have spoken, was not present. Dancing followed. Elaborate programs containing an account of the first banquet of the organization taken from the *Inland Printer* of February, 1887, were given by the Henry O. Shepard Company.

The officers, directors and committees of the organization to whom the credit for the brilliancy and success of the banquet must go are as follows: Michael Colbert, president; William J. Hack, vice-president; William Mill, secretary-treasurer.

Board of Directors: William C. Hollister, Medill McCormick, Prosper D. Fenn, William Sleepeck, John C. Harding, Nels Johnson.

Committee on Arrangements: William Sleepeck, chairman; Daniel Boyle, Thomas E. Sullivan, Herman Fietsch, Jr., William A. Cahill, William C. Hollister, Prosper D. Fenn, George J. Knott, William J. Hack, W. Fred Barnard.

Reception Committee: Prosper D. Fenn, chairman; John M. Ryan, Walter B. Conkey, William F. Whitman, Willis J. Wells, Acors W. Rathbun, Peter B. Olsen, Archibald J. Brock, E. J. McCarthy, George H. Benedict, William P. Henneberry, Fred J. Ringley, David W. Mathews, James T. Igoe, James E. McCarthy, Henry H. McKay, Franklin S Anderson, Thomas H. Faulkner, Julius C. Kirchner, Fred M. Glennon, William J. Hartman, Theodore Hawkins, John J. Smith, B. Frank Howard, Samuel McNeal, Fred Klein, Andrew B. Adair, George G. Renneker, John W. Hastie, Jeremiah J. O'Donnell, Fred Hildmann, O. E. Dallas, Frederick K. Tracy, Emory F. Harman, John P. Keefe, Samuel King Parker, Nels Johnson, John C. Ward, Joseph Carolan, John W. Stanton, M. F. Dougherty, P. J. Cahill, W. E. Dennis, Albert R. Schoreck, Hugh G. Adair; Walter C. Bleloch, Judson Ash, John Canty, Arthur T. Morey, John C. Harding, Franklin C. Hollister, George A. Furneaux, Henry F. Griffing, James Hayde, Nicholas Welch, Jay E. Reeves, William McWhorter, M. H. Madden, Mark L. Crawford, Edward M. Keating, Edward Gallaway, B. J. Mullaney, T. J. O'Brien, Joseph J. Peacock, Edwin R. Wright, John B. Stevens, James N. Brady, T. A. O'Leary, David Oliphant, George M. Leathers, Alex A. Whamond, Thomas Knapp, W. S. Menamin, Charles W. Deacon, William Nelis, John H. Quadland, Edward R. Armitage, Bryant L. Beecher, H. A. Davidson, Edward A. McGrady, Joseph H. Ewing, Harry Baird, Jay P. Black, Harlo R. Grant, Herman Tammen.

Floor Committee: Edmond J. McCarthy, chairman; Walter C. Bleloch, Daniel Boyle, Jr., James H. Sweeney, Harlo R. Grant, W. Frederick Barnard, William C. Cahill, Barnard F. Chittick, Frederick Dunham, Hugh Brady.

A club of Printing House Craftsmen was organized January 22 in Cleveland by George Crane, E. J. McCarthy and A. F. Lewis of Chicago.

Illinois Incorporations for January, 1921

Incorporations in Illinois last month included:

Thomas & Lawrence, Inc., 1621 Montrose avenue, Chicago; $10,000; manufacture and deal in advertising novelties, devices, etc.; binding, lithographing, etc.; Franklin Raber, Myra M. Lawrence, Michael A. Thomas; correspondent, Franklin Raber, 76 W. Monroe street.

Ben C. Pittsford, 431 S. Dearborn street, Chicago; $40,000; Ben C. Pittsford, Ronald G. Frick, Ross C. Pittsford; deal in engravings, art work, type metal, paper clostrotype, etc.; correspondent, Carl A. Waldron, 501 Harris Trust bldg.

Nea Zoe Greek Publishing Company, 600 Blue Island avenue, Chicago; $10,000; publishing and general merchandising business; George A. Kyriakopoulos, Peter Koffman, Jeremiah Sullivan; correspondent, G. A. Kyriakopoulos, 418 Ashland Block.

Porter Bede Langtry Corporation, 139 N. Clark street, Chicago; capital $50,000; printing and publishing business; incorporators, John C. Langtry, Howard Bede, Fred Porter; correspondent, Eugene G. Fassett, room 714, 38 S. Dearborn street.

H. C. Paddock & Sons, Inc., Arlington Heights; capital, $5,000; printing, publishing business; incorporators, Hosea C. Paddock, Charles S. Paddock, Stuart R. Paddock; correspondent, Hugo J. Thal, room 1040, 10 S. La Salle street.

Home Health Publishing Company, 740 N. Rush street, Chicago; capital, $2,500; publishing, printing business; incorporators, T. D. Oakley, E. V. Olmstead, Edgar A. Jones; correspondent, Edgar A. Jones, room 411, 111 W. Monroe street.

E. S. Shenkenberger Company, 504 Sherman street, Chicago; $5,000; engage in printing and publishing business; E. S. Shenkenberger, Sivert Hollesen, V. H. Pabst; correspondent, E. S. Shenkenberger Company, 504 S. Sherman street.

Nelson Agard, Inc., 5 N. Wabash ave., Chicago; capital, $5,000; advertising, publishing and printing business; incorporators: S. M. Kieley, Nelson Agard, R. V. Rice; correspondent, Michael Feinberg, Room 809, 79 W. Monroe st.

S. J. Matherson, Inc., 818 W. Thirty-fifth street., Chicago; $100,000; printing, lithographing photographic business. M. Ford, Joseph Seelig. S. J. Matherson; correspondent, Berkman, Reagh and Braun, 20 S. LaSalle street.

Zeuch Lithographing Company, 2230 N. Racine avenue; 500 shares, no par value. William Zeuch, Alfred K. Brodhay, Arthur L. Zeuch. Correspondent, Carl Strover, 133 W. Washington street.

Labor Herald Publishing Co., 166 W. Washington street; $20,000. Fred J. Regan, Max Brodsky, J. W. Johnstone, S. T. Hammeremark, Wm. Foster. Correspondent, Stedman & Soelke, 139 N. Clark street.

Wax Plate Printing Co., 3716 North Clark street, Chicago; capital, $7,500; general printing business; incorporators, Alfred F. Tompkins, F. E. Rosin, Edgar H. Deats; correspondent, Jacobson, Bays & Tompkins, room 1601, 111 W. Washington street.

Quality Plus Service Equals
Satisfaction

Our ambition from the start was to produce the best machine composition that could be made—type with clear cut face and perfect feet. That we have succeeded is best shown by the large number of progressive printers who regularly avail themselves of our unequaled facilities for rendering a service that has proven satisfactory. The personnel of our organization is made up of men who have had long experience in **trade-plant** requirements, each one being a master craftsman in his chosen line of work.

Our new specimen book of 194 pages is yours for the asking.

UNITED TYPOTHETAE OF AMERICA

KERR-WHITMIRE
TYPESETTING COMPANY

MONOTYPE • LINOTYPE • MAKEUP
732 Sherman Street • Wabash 7192-3-4

Set in Bookman No. 98 Series. Monotype border Nos. 6-81-RL and 6-367-RL

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The Franklin-Typothetae of Chicago

Rooms 1143-1146 Monadnock Block

Telephone Harrison 6392

Comprising
Franklin Division
Typothetae Division
Machine Composition Division
Blank Book, Loose Leaf and Rulers Division

Printing Trades Credit Association
C. I. Kagey, Secretary

Tews Becomes Chicago Secretary

ANNOUNCEMENT was made January 28 by the Executive Council of the Franklin-Typothetae of Chicago that W. K. Tews had been chosen General Secretary of the association and that he will assume his duties February 15. Mr. Tews comes to Chicago from Akron, where he has been connected with the Commercial Printing & Lithographing Company for several months. He succeeds C. C. Means, who resigned last month to take over the Charles L. Just Typesetting Company.

Particularly is W. K. Tews an apt choice for secretary of the Franklin-Typothetae of Chicago, because he brings to that office not only a practical grasp of the business of printing, but a point of view which is national in its scope by reason of prolonged contact with members of the International Typothetae organization when he was chief of service and later a member of the Department of Advertising in the U. T. A. headquarters office.

In his early business years, Mr. Tews followed that channel of preliminary education which has been traversed by countless thousands of modern business men, many printers, many in various walks of life—the country newspaper. And in common with all others who passed through this preliminary experience, necessity compelled that he become familiar with every item of equipment and its use, both in the newspaper section and in the "job printing" room.

Quickly "graduating" from this primary training school, he now broadened his experience in a most practical way, with the White-Smith Music Publishing Co., Boston. Later he became a member of the Stone Printing & Mfg. Company organization at Roanoke, Va.

His active connection with commercial printing ceased when in 1915 he was employed by the National Typothetae to take charge of the Technical Research and Service Department and to edit the monthly publication. This work he carried on with activity and distinction until 1918, when, following the Cincinnati convention, the Department of Advertising was established. He then transferred his activity to the latter-named department, carrying on executive work in that branch of the organization until he went to Akron, Ohio, in 1920, to formulate and assist in the carrying out of some new administrative and operating policies adopted by the Commercial Printing & Lithographing Company.

It can be readily seen that this experience has developed in the new Franklin-Typothetae secretary not only an exceptional grasp of the practical side of the printing business, but also must have developed an insight and a vision with regard to the printing business which will be of marked value to the Chicago association and its individual members.

Ladies' Night to Be Held March 12

ELABORATE preparations are being made for the annual dinner-dance of the Franklin-Typothetae of Chicago, which will be held this year in the Gold Room of the Congress Hotel. The date has been set for March 12. It is planned to make this year's event the best ever held and a program of entertainment is being prepared that is said to rival that of the best vaudeville houses of the city. While definite selection of a speaker has not yet been made, Wilbur Nesbit has been selected as toastmaster of the evening. This alone assures the success of the affair. Following the dinner, speech-making and entertainment, guests will dance to the music of a nine-piece orchestra. It behooves every Chicago employing printer to draw a ring around March 12 on his calendar and to make arrangements to take the entire family to the Congress that night.

Calumet Club Selects February 8 for Ladies' Night

CALUMET Ben Franklin Club will hold its annual "Ladies' Night" February 8 at the Hotel Metropole, Twenty-third street and Michigan avenue. One of the features will be the annual meeting of directors and officers of Peabody & Wetmore, Inc., to be given by the same cast that presented it at the January meeting of the Franklin-Typothetae. An elaborate program has been arranged for the entertainment of the numerous South Side printers who are expected to attend.

Meetings of the Next Month

Ways and Means Committee, February 14-28.
Catalog Group, March 1.
Program and Entertainment Committee, March 4.
Trade Matters Committee, February 14.
North Side Group, February 14.
Ad Composition Group, February 8.
West Side Job Group, February 8.
Executive Council, February 10-24.
Trade Rulers and Binders, February 10-24.
Education Committee, February 11.
Blank Book and Loose Leaf Division, February 15.
Calumet Group, February 15.
Credit Committee, February 18.
Label Group, February 28.
Northwest Job Group, February 28.
Law Group, February 22.
Commercial Group, February 22.
Cost Committee, February 25.
Central Job Group, February 25.
Trade Composition Association, February 8-15-22.

copy chart

Every copy writer will want one when he sees it. Several of our customers have sent for additional copies to give to their customers. Should be on the desk of estimators foremen and all layout men

Twelve Pages

The size is eleven by sixteen inches, attractively printed; cover in three colors, inside in two. Shows 110 Linotype faces, 160 Monotype faces machine-set, 5 to 18 point and twenty-one series of hand-set Monotype display from 14 to 36 point inclusive

PRICE 50 CENTS

Superior

TYPESETTING COMPANY CHICAGO
HARRISON 2755 732 FEDERAL ST

The Advantages of Direct Mail Advertising

By Homer J. Buckley

THE following sales arguments, prepared by Mr. Buckley, can be used to good advantage by printing salesmen. To some they are already known. To others they may mean an increase in sales. At any rate, digest them:

One—By using good lists of logical prospects there is practically no waste; each prospect receives your message.

Two—You can reach any or all prospects in a field within a few hours' time. Thus, you can divide your list into several units and go after each unit separately.

Three—You can assist the man in the field by doing missionary work.

Four—You can get quick action in reaching any given list. Timely advertising can be released at the psychological moment, and can take advantage of opportune markets, business conditions or circumstances promptly.

Five—There is an intimate touch in direct appeals, especially in letter mailing, which is an advantage. They get under the skin.

Six—Through the personal appeal of direct advertising, the advertiser can bring to bear a different kind of force than that derived from general advertising. He can hook this up to national, class or trade paper advertising in many ways.

Seven—Your sales strategy is hidden from competitors—you do not have to show your hand.

Eight—It permits you to "key" results. There is no big element of gamble when proper tests are made and results noted. Direct advertising has the one great advantage of remaining under the eye of the one for whom it is working. He can watch it, train it and develop it intelligently.

Nine—You can get prompt attention under the most favorable circumstances. Your proposition is placed in the hands of the prospect with order blank, return envelope, postcard or other means of reply.

Ten—Most important of all, perhaps, you can build up an intimate personal acquaintance and good-will among your prospects and customers of immeasurable value, and at less expense than by any other means.

A Business Built on an Idea

Continued from page 33

The sales conference, the development of which I view with the greatest satisfaction from the standpoint of results, is a composite of the sales ideas of our entire force and is now a permanent feature of our organization."

The whole Neely plan, successful as it has been, in its final analysis comes down to the one fundamental idea of salesmanship; that of placing one's self in the other fellow's place, viewing his problems from his standpoint and judging the proffered sales campaign from its actual value to the user.

It is the "*you*" idea carried out to nth degree, which means that it is no longer necessary for the buyer to beware. The customer no longer need be on the defensive. As soon as a salesman comes into his office with the "*you*" idea, the sale is half made. And it's the sales method whose only come-back is repeat orders.

Miehle Swings Big Deal

THE Milwaukee Automatic Printing Press Company on Monday, January 24, transferred what are known as the Cheshire patents on an automatic job printing press to the Miehle Printing Press and Manufacturing Company of Chicago for $1,250,000 on the royalty basis.

Letters that "Brought Home the Bacon"

THE following six letters were written by W. P. Chadwick, Director of Sales for the Express Printing Company, Connersville, Indiana. They have proven their worth to that company and are given here with the idea of showing printers how to sell their product by mail.

Letter No. 1

Gentlemen:

Busy? Certainly, we know you are. Stop just a moment.

Ask your stenographer to weigh one of your letters.

Does it carry all the weight the two-cent stamp entitles it to carry?

No, it's short.

What's the answer? Can't you effect a saving by spending every two (2) cents more advantageously?

Put a piece of direct advertising matter in—a piece calling attention to some particular feature of your business.

There are just six (6) things to consider when you begin thinking of this.

Are you interested?

Sincerely,
EXPRESS PRINTING CO.

Letter No. 2

Gentlemen:

Those six things you'll be interested in when you begin arranging to make your postage pay by using envelope stuffers—

First—The size.
Second—The cover treatment.
Third—Arrangement and display.
Fourth—Type, ink and paper combinations.
Fifth—Fitting the copy to the article.
Sixth—Illustration.

One or all of these may be as nightmares to you. Individually or collectively to us they are simple.

We want you to realize we are a service organization, working with you that your printed matter may render you a maximum of service at a minimum of cost.

Whether your printed requirements be an envelope stuffer, leaflet size, or a DeLuxe catalog, this organization is yours to command for help in giving you just what you should have in printed matter.

Sincerely,
EXPRESS PRINTING CO.

Letter No. 3

Gentlemen:

Leaflets, little messengers of great educational value and real business bringers, are a much neglected field for profitable publicity.

There never was a letter mailed that wouldn't stand a leaflet without adding to the cost.

Have you nothing new to say to those to whom you write?

Wouldn't a leaflet, enclosed with a receipted bill, calling attention to some particular article, or some real feature of your business, be profitable?

They're so inexpensive it's really shameful they're not used more.

We're specialists on designing and writing leaflets.

Why not let us plan a set for your particular needs?

Sincerely,
EXPRESS PRINTING CO.

Letter No. 4

Gentlemen:

Some folks confound our creative department with the ordinary art department. Ours is not and never will be an art department.

Artists know nothing, as a general rule, of printing—as much may be said for engravers. Creative printers must be artists and engravers as well as printers.

The artists in our creative department work with you in creating designs, layouts, etc., for your direct advertising campaigns, or assist you with your catalog ideas. We plan so that all work will be mechanically possible, and that your work may be economically produced.

No "hifalutin" conceptions of art; no, we conceive from the practical utilitarian commercial viewpoint and, hence, render you absolute creative service, which combines art and practical ability.

The creative department is always ready for your service.

Sincerely,
EXPRESS PRINTING CO.

Letter No. 5

(Note—This was sent out during the paper shortage, now happily over.)

Gentlemen:

WOLF! WOLF! WOLF!

You're familiar with the story of the one who hollered wolf so often that finally, etc. Well, this time the wolf is here. The paper situation is not easing a particle so far as we can learn from jobbers and mills.

If every fellow who bought printed and advertising matter would use one kind of paper and the same size books, catalogs, folders, etc., the printer would, indeed, be in heaven.

Now, the real paper shortage will hit us in the fall and winter months. There are no chances whatever of buying paper now and getting deliveries in many cases short of a year. *Now, then,* if you are thinking of doing any catalog work, planning any advertising campaigns, get busy with your printer NOW

You may, if you wish, without any obligation on your part, have us advise with you. We're really anxious to serve you, and if there's any information you feel you'd like to have, any suggestions that would help, any quotations to guide you, don't hesitate to ask us, we'll cheerfully do our part.

Sincerely, EXPRESS PRINTING CO.

Letter No. 6

Gentlemen:

There's just 11 inches difference between successful advertising printed matter and junk—we've measured it.

The buyer's desk is 29 inches high, the waste basket is 18 inches high. Just 11 inches—we've measured it. Never thought of it just that way, did you?

It's the small things in life that count, just 11 inches between successful advertising campaigns and failure. Is there any more money wasted anywhere than is wasted through careless and indifferent printing?

Can't you see it, or don't you want to see that it pays to have constructive printers handle your printed matter?

Well printed matter never did cost as much as cheaply printed work—that's what makes the 11 inches difference.

Won't you let a competent man call and talk with you?

It won't cost you a cent.

Sincerely, EXPRESS PRINTING CO.

Strikers Get Quick Action in Russia

IN AN appeal directed to the international proletariat, quoted in the *Berliner Tageblatt* of recent date, Moscow printers assert that they are being made the victims of oppression by the Russian Soviet authorities because they have insisted upon the independence of the trade unions as organs of working-class defense. They say that the Bolsheviki have gone so far as to arrest all the members of the Central Committee of the Printers' Union, as well as members holding responsible posts in the organization. The printers answered this act by declaring a strike. What followed is described as follows in the appeal:

"Some of the workers laid down their work and demanded the liberation of the arrested men. The ruling party then had recourse to a measure against the striking workers that the bourgeoise of no country would ever have dared to use. The strikers' food supply was cut off—the most horrible and inadmissible action that could have been taken under the conditions prevailing in Russia. At the same time the brothers who had called the strike were arrested."

The appeal goes on to report that the Bolshevist measure of repression worked perfectly, as the strikers were forced to return to work and to pass a resolution expressing contempt for their former leaders who had ordered the walkout.

United States at Large

A print shop equipped with four modern printing presses has been installed in the vocational high school in Fort Wayne, Ind. Under the supervision of E. S. Hill, instructor of printing in the schools, all job printing as well as all instruction work will be handled from this centrally located shop.

Printing courses have been taken out of the junior high school, it having been decided that the boys who are compelled to take the courses are either indifferent or too young to grasp the essentials. Printing will now be made an elective study for the high school, and will be open to scores of boys who desire to become acquainted with the trade.

A large amount of school printing was done by Mr. Hill in the old shop in the Harmar junior high school. The new plant, however, will care for all jobs, big or little.

The Enterprise Printing Company, Diaz., Ark., has taken over the business of the Model Blank Company of Jumbo, Ark., and will add the manufacture of Arkansas legal blanks to its business.

The Boston municipal printing plant suffered a strike January 17 when the men demanded an increase of $4 a week. Such an increase was granted in private plants in October.

The Washington (D. C.) Typothetae recently made a survey of the schools of printing in the public schools of that city for the purpose of bringing about greater co-operation between master printers and educational authorities. Byron S. Adams, president of the Typothetae and head of the Byron S. Adams Company, is chairman of the employers' committee.

Schuyler C. Barrett has bought an interest in the plant of the Fields-Gayle-Jones Printing Company, Waco, Texas. The name of the firm has been changed to the Gayle Printing Company. Capital stock has been decreased from $100,000 to $25,800.

Superintendents and foremen of Des Moines, Iowa, last month organized a Des Moines Club of Printing House Craftsmen.

Officers of the International Association of Printing House Craftsmen were guests of the Philadelphia Club at a meeting held in the Hotel Adelphia, January 22.

The Scholl Printing Company, Parkersburg, W. Va., last month suffered fire loss of several hundred dollars, fully covered by insurance.

The Willwerscheid & Roith Printing Co., 141 East Fifth street, St. Paul, Minn., has been sold to L. V. Repke.

The Technical Composition Company, Boston, Mass., was incorporated in January for $50,000 by W. S. Morelli, E. P. Gerhardt, A. P. Gilson and Eva H. Richards.

The regular monthly meeting of the Fox River Valley Typothetae was held February 1 at Oshkosh, Wis. Speakers were J. G. Wallace, director of organization for the U. T. A., and Frank D. Wilke, of Milwaukee.

The Diem & Wing Paper Company, Cincinnati, has opened a branch office in Indianapolis. R. N. Adair, who has been traveling in this territory for several years, is in charge. The office is located in Room 305, Merchants Bank building.

N. T. Thoren has purchased the interest of his associate, R. C. Widholm, in the Thoren Printing Company, Rockford, Ill., and will continue the business at 1230 Fourteenth street, that city.

The Van Buren *Press Argus* (Ark.) has discontinued its daily edition because of high costs. The weekly edition is being continued.

A nine-story printing building will be erected at a cost of $1,400,000 at the corner of Jackson avenue and Hulst street, Long Island City, by the Printers' Realty Company, of 80 Lafeyette street, New York City.

The Eustis *Lake Region*, Eustis, Florida, has purchased the equipment of the Lake County Publishing Company, that city. A new building is being erected by the *Lake Region*, which when completed will house considerable new equipment.

Arthur A. Griffiths of Sydney, Australia, recently was made an honorary member of the Houston-Galveston Typothetae (Texas), following an address before that organization.

A new Typothetae organization is being formed in western Pennsylvania, taking in the territory adjacent to Pittsburgh. Five hundred and ninety printing plants in fifty-nine cities and towns, producing seventeen million dollars' worth of printing, are located in the district.

Lloyd M. Davidson, formerly manager of the St. Cloud Electrical Manufacturing Company, St. Cloud, Minn., last month joined the selling staff of the May Printing Company, that place.

The Goldash Printing Company, New York City, was incorporated last month for $10,000 by H. Shapiro, G. C. Woolf and I. J. Gussow. The company is located at 5 Beekman street.

The nine printing trades unions of Kansas City, Mo., last month voted to "stand to a man" on the 44-hour week proposition. A committee composed of members of each of the nine unions has been formed to bring closer co-operation among the printing trade workers.

Students in the school of printing at Carnegie Institute of Technology, Pittsburgh, Pa., now publish a monthly magazine called *The Bagpipe*, devoted to the printing school. The first number made its appearance in January and speaks well for the students both as editors and typographers.

A recent Delaware incorporation is that of the Golden-Rod Printing Company, incorporated for $100,000. Those interested are F. R. Hansell, J. Vernon Pimm and E. M. MacFarland, all of Philadelphia.

The Employing Printers of Oklahoma is the name of a new state organization formed in Oklahoma City January 8. The organization succeeds the Southwestern Typothetae federation which was disbanded two months ago to permit of the formation of state associations. J. L. Cockrell of the Midwest Printing Company, Tulsa, was elected president. Other officers are W. R. Martineau, publisher of the *Daily Livestock News*, Oklahoma City, vice-president, and Harry Jolly, publisher of Carnegie *Herald*, secretary-treasurer. Executive committeemen, one from each of the eight congressional districts, are as follows: W. F. Allen, Vinta; Tams Bixby, Jr., Muskogee; J. C. Echols, Ardmore; L. M. Nichols, Bristow; Victor E. Harlow, Oklahoma City; H. P. Wettengel, Elgin; Elmer V. Jesse, Mangum; J. S. Corey, Enid.

The association will meet in El Reno in conjunction with the press association in May, when a committee will report the draft of a constitution.

Among other acts the association at its organization meeting passed a resolution expressing opposition to a reduction in printers' working hours, which is being undertaken by the typographical union in a number of Oklahoma cities.

J. H. Butchart has sold the Inland Printing Company 410-412 East William street, Wichita, Kans., to H. H. and C. A. Singleton of Fredonia, who have moved to Wichita to assume charge of the business. The Inland Printing company was established in Wichita twenty years ago by Mr. Butchart.

The Anderson Printing Company, Inc., is the name under which the Commercial Bindery & Printing Company, Inc., one of the oldest and best known concerns in Tacoma, Wash., will be known hereafter. George William Anderson is president of the company which he and his son, James W. Anderson, founded in June, 1902, as the Commercial Bindery.

The Stone Printing & Manufacturing Company of Roanoke, Virginia, had the printing exhibit of the American Institute of Graphic Arts on exhibition in Roanoke during the month of January. This is the same exhibit which attracted so much attention in New York, Washington, Chicago and at the U. T. A. convention in St. Louis last September. Edward L. Stone of the Stone company is one of the local chairman of the Institute.

BOOKBINDERS
TO THE TRADE
We Specialize in Edition and Catalog Binding in Cloth or Leather, Also Pamphlet Work
THE FOREST CITY BOOKBINDING COMPANY
525 Caxton Building, CLEVELAND, OHIO

MAKE-UP SERVICE SPACING MATERIAL
THE HUSTED COMPANY
Machine Composition
436 CAXTON BLDG. CLEVELAND

MILWAUKEE and WISCONSIN

The Sauk County Democrat, Baraboo, Wis., one of the oldest weekly newspapers, has announced suspension of publication. It was started forty-two years ago.

The Wausau (Wis.) *Pilot* and the Lohmar Printing Company have consolidated.

Ninety members attended the regular monthly business meeting and dinner of the Milwaukee Typothetae, held January 8 at the Hotel Pfister. The main address was by William V. Parshall of Detroit, executive committeeman for the Sixth Typothetae District, comprising Michigan and Wisconsin. Mr. Parshall described the most successful means of arousing interest of the membership as found in other cities and the services other Typothetaes are rendering members. He was followed by F. W. Randolph, field secretary of the U. T. A., who outlined the various proposed activities of the parent organization.

The report of the Trade Matters Committee, given by Charles Buehler of the Western Typesetting Company, contained the following resolution relative to co-operation between Milwaukee printers and business men:

"In recognition of and in common with the general movement to make Milwaukee mightier, as promoted by the Milwaukee Association of Commerce and other civic and business bodies of the city and,

"Whereas, The Milwaukee Typothetae is now entering into an extensive campaign for the building up and betterment of printers' service-to-customer to the end that we may hold for ourselves much desirable printing business that is now placed outside of the city and,

"Whereas, This movement will develop Milwaukee into a greater printing center and demand greater co-operation on the part of our alllied industries to establish local warehouses and build up their facilities for serving the printing industry, therefore, be it

Resolved, By the members of the Milwaukee Typothetae in meeting here assembled that the best interests of the city and the local printing industry will be conserved by encouragement of patronage to locally establish industries and jobbers carrying stocks of merchandise, and be it further

"Resolved, That we invite the allied industries and local supply houses to co-operate with the Milwaukee Typothetae and each individual member in the accomplishment of the great purpose of making Milwaukee mightier."

February 17 has been selected as the date for the presentation of the "Sick Print Shop" before Milwaukee printers. The original Chicago cast, including Thomas Quin and Marion S. Burnett, as Peabody and Wetmore, proprietors of the "sick" plant, will make the presentation. The Pabst theater has been selected as the best place in which to hold the performance. Every effort is being made to have as many in attendance as possible and a special drive on the sale of tickets is now under way. Oscar Loewenbach of B. Loewenbach & Sons Company has been made captain of the fourteen teams which will canvass the city to sell tickets.

A check-up on prices for work obtained by members of the Milwaukee Typothetae and non-members of the city revealed some very interesting facts which were made public by Secretary W. G. Penhallow at the January meeting of the association. Figures on four different jobs were asked. Quotations were received from fifty-nine member firms and seventeen non-member firms. These showed that the average price for the four jobs as estimated by members of the association was $77.65 as against $61.01 quoted by non-members, or a difference of $16.64. The figures also showed that those members that used either the price list of the U. T. A. or the Porte Publishing Company were 7.28 per cent higher than those not using any price list. The average price of members using a price list was $80.34 and of those not using a list, $73.06.

Even without the use of a price list, the figures showed Typothetae members getting a higher price for their work than non-members, for the average quotation of members who did not use a price list was $73.06 as against the average of $67.95 asked by non-members.

ST. LOUIS

W. C. Howland

1005 Federal Reserve Bank Bldg.

All the stock of the Missouri Agricultural Publishing Co. has been purchased by Senator Capper, owner of the *Missouri Ruralist*, who therefore acquires the *Journal of Agriculture* and its printing shop at 1410 Pine street, St. Louis. Both publications were semi-monthly, and the new *Missouri Ruralist* will be a semi-monthly. John Francis Case will be editor-in-chief and A. I. Foard will be managing editor. The first issue under the Capper management was published February 1.

The E. J. Schuster Printing Co. has leased the three-story building at 16-18 South Tenth street and will use it for a storehouse, retaining its present plant at Ninth and Walnut street for its printing business.

The National Publishing Co. has leased the seven-story and basement building on the northwest corner of Seventh and Locust streets. At present the publishing company is located at 714 Lucas avenue, but owing to the work of wrecking the building next to it for the erection of a theater, the printing company had to move.

At a meeting of stockholders of the Globe Printing Co., publishers of the *Globe Democrat*, held recently at the offices of the company at 604 Pine street, the following directors were elected: E. Lansing Ray, William C. Houser, D. B. Houser, Elizabeth McKee and Lon O. Hocker. At a meeting of the board of directors the old officers were re-elected.

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Men in the Trade

A NOTABLE example among the printing firms of St. Louis is the Con. P. Curran Printing Company, nationally known as one of America's leading printing establishments. This firm is at the present time producing printing aggregating in value nearly $2,500,000 per year.

CON. P. CURRAN

Con. P. Curran started the business thirty years ago, with little more to his credit than the courage of his convictions and a thorough practical knowledge of printin production.

Regardless of predictions, unfavorable conditions and trying experiences, the enterprise survived the difficulties of the early days because it was founded on the rock of right principles, and the house stands today a monument to the courage and tenacity of purpose of Con. P. Curran, the founder of the enterprise and president and treasurer of its organization.

Large ideas, a wonderful vision, a great hope and small capital, characterized the beginning of this institution, as it has many others before and since. But with this difference, Con. P. Curran did not know how to lose. He would not recognize or admit defeat.

In the beginning the days were dark. Heavy, black, threatening clouds hung low over the ambition of young Curran, and if there was a silver lining the bankers kept it carefully concealed. At this critical time a silver dollar assumed the aspect and proportions of a park lake in the moonlight.

The burning question was, would the financial powers of that day render a decision that would crush the ambitions of this presumptuous young man, or would the large ideas, the pure grit and known integrity of the applicant be recognized at its true commercial value? The answer is evident. Thus the house of Curran had its beginning.

As success was achieved in the various branches of the business, the capacity of the plant was increased to keep pace with the continued growth; each department was expanded and additional machines installed; the system of operation was vastly improved to meet the changing conditions and the scope of the business extended until the company now occupies a leading position in the printing field.

About twenty years ago a mechanical invention that would manufacture and set single type in the same operation was being exploited, and, as usual, when radical changes in customary methods are suggested, the invention was subject to adverse criticism and ridicule. The machine that was said to manufacture type from molten

metal and set it up in proper form, all in one continuous, automatic operation was considered impracticable and even impossible.

But there was one man who was willing to be shown. He conducted a careful investigation of the claims made for this machine and was convinced. That man was Mr. Curran, who has the distinction of having installed the first monotype machine west of the Mississippi river.

The monotype department of the Curran company today is the largest of any exclusive printing plant in the United States.

The plant occupied until recently 73,946 square feet of floor space, to which has been added, by the acquisition of adjoining property, 45,595 square feet, making a total of 119,541 square feet, devoted exclusively to the production of printing.

Every department is equipped with the most modern machinery and every machine with electric motors operated by power generated in a power plant owned by the company.

The corporation is noted especially for its mechanical equipment and rapid production of catalogs and kindred publications.

Today the company has offices in Chicago, Washington, D. C., Toledo, New Orleans and Tulsa, Okla.

Stock Subscription and Cash Bonus Plans in the Print Shop

Continued from page 31

Two of the plans pay a weekly bonus for regularity and promptness at work; another pays at the end of each year a bonus of 10 per cent on total deductions permitted by the employes from his wages for deposit by the company in a savings fund, and two other plants pay any beginner at the trade who completes his training a sum that the company has accumulated by depositing $1.00 weekly throughout the training period in a savings bank.

The amount of the bonus is determined arbitrarily by the management of each plant. It may be a flat sum, or a flat sum increasing with the length of service, or the equivalent of one week's wages, or one week's vacation with pay, or a percentage of the employe's total annual earnings.

The twenty-eight plans pay cash bonuses to 3,142 out of a total of 4,546 employes, or to 69 per cent. Twenty-two of the twenty-eight plants pay bonuses to all employes, inclusive of the executive and clerical force, and six plants pay only to employes in the mechanical departments.

I. Stock Subscription Schemes

Shareholding by employes has been introduced for the purpose of improving industrial relations and particularly for stabilizing employment among the working force. Experience with schemes for this purpose shows:

1. The field for the use of stock ownership as an aid to the employer in meeting his labor difficulties is limited to those employes to whom the stock proposition appeals. In any plant there is likely to be a considerable proportion of employes uninterested in the scheme for some good reason or another.

2. Shareholding places upon employes a larger responsibility and a risk of loss to which they are unaccustomed and from which some would prefer to remain free. In the case of others the effect may be to arouse greater interest and care in their work.

3. Forfeiture of stock and accrued dividends on termination of employment, and making long the periods within which to pay the installments on stock subscriptions tend to have the effect of holding the subscriber in the employ of the company. Provisions of this character, however, should not be made so as to retard any freedom of movement promising to result in the employe's improvement.

4. There is the possibility of union opposition to shareholding by its members.

5. Employe shareholding, in so far as introduced, has not operated as a panacea for labor unrest.

II. Cash Bonuses

1. Cash Bonus schemes are in force in 28 plants, but had been discontinued this year in two other plants because they were considered a source of complaints, rivalry and friction among employes.

2. A bonus is designed to reward employes for length of service, as well as to share with them some of the extra gains from a prosperous business period.

3. The bonus schemes were entirely voluntary, involved no contractual responsibility on the part of employes, and were controlled and might be discontinued at any time by the employer.

4. The bonus as usually paid is in essence an arbitrary dole of a benevolent employer, and has no necessary relation to the individual enterprise or output of the employe.

5. Employes in a majority of the schemes regarded bonus payments as permanent additions to their annual income.

6. Some employers considered that bonuses suggest to employes that they demand new wage increases, and that in this way a bonus scheme operates to raise wages higher and higher without a corresponding increase in individual effort.

7. Employers were convinced that the cash bonuses have not affected any noticeable improvement in the loyalty, co-operation or efficiency of employes.

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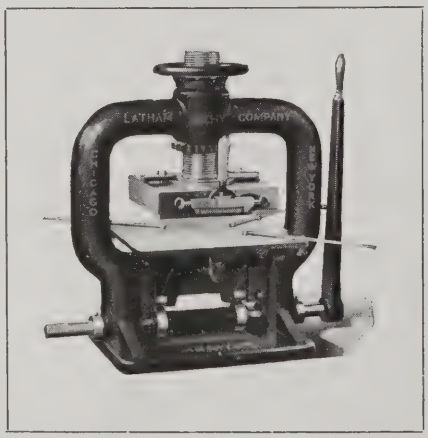

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DETROIT

W. C. Richards

I am quite aware I am writing for a trade publication, but as an industrial situation such as palsies the country today plays no favorites, I believe, in opposition to the ebullient yahoos who give out little, glad, Pollyanna statements and whose statements, in view of facts, sound like a person whistling to keep up courage. In opposition to those gentlemen these following facts may be of interest. It is the condition of Detroit at this writing.

"Anon, some well-intentioned retailer rises up to say that business is great. Certain portions of the press give him help by circulating his fairy story. Any report that the automobile industry, for instance, is already headed swiftly back to normal is not true. It is misleading and it is dangerous.

"For reasons which they consider sound, Detroit newspapers are not stating actual conditions nor are they encouraging the attitude of certain employers who believe that the worker outside of Detroit will get the idea that prosperity here is right around the corner and that the inspired chansons about good business may bring an influx of workers that will only make a bad situation worse.

"One hundred and sixty thousand men and women are out of work in this city. Sixty-seven thousand are employed, but one-half that number are getting in only two-thirds of their normal working time. This is a decrease of about 235,000 from the number employed during the peak period—the middle of March. It is believed that 75,000 of those laid off have left the city."

These are the estimates of the Detroit employers' association, which is also authority for the statement that "to disguise the situation is to err and that to spread joyous little stories which can be nothing but fables is to lay the groundwork for a more serious situation."

"Other cities are watching Detroit," said George W. Grant, secretary of the employers' association. "They regard us as a barometer. For the city to lend its support to statements that everything is fine and that 'normalcy' is knocking at the door doesn't fool anyone in the city who is in close touch with affairs and it may coax in workers from outside the city. The worker outside Detroit should know that he is much better off where he is than if he came here and spent what money he has to get here."

The graphs of the employers' association designed to show the number of workers employer in 79 factories which employ two-thirds of the total amount of labor in Detroit shows a slight hook upward. The closing of the Ford and Dodge plants, which between them employ 85,000 men, naturally was a soporific blow. The Ford interests, however, have announced they will reopen "by February 17."

The Detroit *Times* is installing an engraving department to take care of its own work. It will be a one-camera plant.

Benjamin Franklin's 215th birthday was observed by the Typothetae-Franklin of Detroit with a banquet at the Hotel Statler. It was notable in appointments both decorative and oratorical. The chief speaker was Dr. Henry P. Porter of Boston, chairman of the United Typothetae's educational committee. Nearly two hundred guests were present at the dinner.

The Lincoln Printing Company announces the retirement of A. G. Condon from that firm. His interest is to be taken over by C. V. Holsbeke, who will be associated with H. A. Horton in the future conduct of the business.

"If ever in the history of the printing industry there was need for maintaining a legitimate level of selling prices there is such a need now," *Typo*, the Detroit printing association's publication, will say in its next issue. "The cost of labor and materials is still advancing with a consequent continued advance in the cost of producing printing. Don't get the mistaken idea you can right present conditions by increasing volume at cut selling prices."

New firms admitted to membership in the Detroit Typothetae-Franklin are the Western Market Printing Company and the James E. Hardy Printing Company.

Newspaper publishers and printers still frown at each other. While Harry B. Keidan, presiding judge of the Detroit municipal court, who acted as arbitrator in their wage controversy, has rendered his decision, neither side has banquetted the judge and both profess to be disappointed in his findings. In consequence, both employer and employe have appealed to the joint international board at Indianapolis.

The men asked $1.65 an hour on the day side, $1.75 an hour nights and $1.85 an hour on the lobster shift. The arbitrator gave them an increase over the old scale of 18 cents an hour on time work and an advance on piece work which will amount to a little more than that, depending on the skill of the machine operator. Under the new scale, unless it is further revised, the wage will be $1.15 an hour for day work and $1.22 an hour for night work. The new wage is retroactive to November 1 and runs to November 1, 1922.

Piece work pay was raised from 28 cents a hundred lines to 40 cents a hundred lines for day work, and from 30 cents to 45 cents at night. Hours of work remain the same as before, seven hours to constitute a day's work, but the publishers have the right to hold the printers to eight hours without paying more than the regular scale for the extra hour.

The old contract between the union and the publishers called for but 69 cents an hour, but 97 cents an hour was reached through a number of demands on the part of the printers and parleys with the publishers, a part of the 97 cents having been looked on as a war bonus and likely to be taken away unless made a part of the new contract.

Engravers and their employes have adjusted their differences after several weeks of discussion. The discussion led to an impasse, however, which necessitated the presence here of Mathew Woll, president of the International Photo Engravers' union.

The men asked for a flat increase for every man employed of from $10 to $15 a week, an increase in the scale from Detroit's $38 a week to $50, time and a half for overtime up to three hours, double time for each hour after that and triple time for Saturday afternoons, Sundays and holidays. The engravers argued that the granting of the demands would raise the selling price of photo-engravings from 25 to 33⅓ per cent. They contended that with the falling market they could not acquiesce. They promised to make no reduction in wages for a year if the men continued under the 1920 scale. The average wage in Detroit is said to be $52 a week.

Woll recommended acceptance of a 1921 contract under those terms and the local union concurred. David Parkinson, Otto Rumple, Mathew Gillhood, Peter Schotanus, W. Stewart and F. Everton acted as spokesmen for the employers in the negotiations.

A bill to permit women to work nights in printing establishments in New York, by taking printing and publishing plants out of that section of the labor law which defines a factory, was vetoed by the Governor of New York, as contrary to the established policy of prohibition of night work for women as a health measure.

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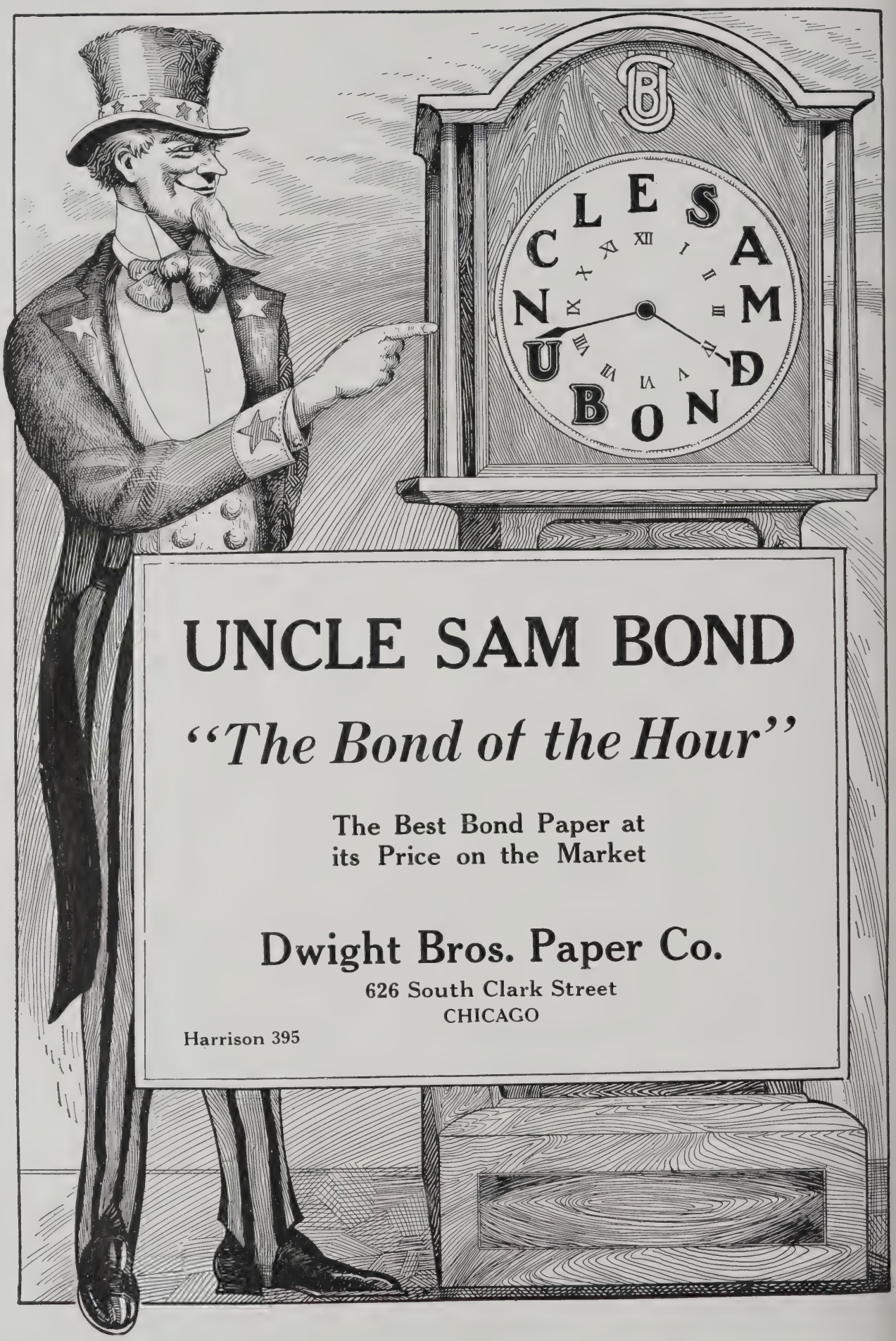
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Chicago Paper Directory to Be Issued Shortly

THE fifth edition of the Ben Franklin Chicago Paper Directory and Price List will be mailed to printers dependent upon Chicago for paper, February 20, with current prices and listings of 3,000 items of paper carried by twenty-seven Chicago paper merchants.

The last issue of the directory—that of November, 1920—met with such demand that the supply was exhausted long before all printers had been supplied. The fact that printers in other sections of the country beside the Chicago district find this directory of value is evidenced by the calls received from such distances as California, Texas and Pennsylvania.

Every effort is being made to have the next directory the most complete issued, with every item properly listed. The printer will find this little pocket-size book of inestimable value in selling printing and in locating the various brands carried in Chicago. Each Chicago printer is entitled to a copy free as are those subscribers to BEN FRANKLIN MONTHLY located within a radius of a hundred miles of Chicago. If you don't receive your copy, get in touch with the office of this publication. Extra copies can be obtained for twenty-five cents.

U. S. Chamber of Commerce to Meet

The ninth annual meeting of United States Chamber of Commerce will be held at Atlantic City, April 27, 28 and 29. New Orleans and Washington were considered as cities in which to hold the convention but were eliminated because of the desire of the Chamber to hold the meeting near Washington and because Washington does not have sufficient hotels to accommodate the number of delegates expected.

Late News Notes

The New York office of the Challenge Machinery Company has been moved from 71 West Twenty-third street to the Printing Crafts Building, 461 Eighth avenue, where the New York manager, George C. Andrews, is in charge.

The Dearborn Type Foundry, 732 Federal street, Chicago, will move May 1 to a new building recently purchased at Van Buren street and Hoyne avenue.

The next semi-annual convention of the Texas Typothetae Federation will be held in San Antonio, May 16-17.

F. J. Ringler & Company, located at 732 Federal street, will enlarge its electrotyping plant.

Certain individuals and groups of individuals who have been clamoring for "closed shops" ought to be satisfied now.

Pass Keys to Printer-Success—A Pleasing Personality

ONE of the pass keys to success is a pleasing personality. Robert Burdette, the great humorist, once said: "I like folks, I like to be where they are; that is, if they can stand me." A real liking for people is a business stepping stone; you like to deal with them, to have them around, to do an artistic job for them, to see their eyes light up as they look at the finished work, and say, tersely: "That's O. K." A business man never exhausts an unabridged dictionary to express appreciation, he expresses his appreciation of a capital job with two capital letters.

You may say: "Jones was born with a pleasing personality." Nonsense! Jones came into the world with a cry, after the fashion of all babies. Nine-tenths of a pleasing personality is the result of cultivation and exercise. We need to use the right tools—cultivating a pleasing personality beats harrowing customers. Do you enjoy pleasing people, giving them a square deal, seeing their eyes shine with satisfaction even if they say never a word? There are a lot of people with whom human contact and human interest beat cut prices as a drawing card. Here is a customer who brings you job after job, he is always reasonable, always appreciative. In walks a new customer. He says: "Smith told me to come to you." Ah, Smith is not only a valued customer but he is digging a channel for other trade to flow to you! Why not say, in bluff business fashion: "Smith, I appreciate that?"

Ingratitude is as much a business sin as a social sin. A printer who cares for nothing but money is on the way to business oblivion. Human interest puts the tact into contact—contact without tact is like the broken bone that refuses to set. Keep gratitude and tact busy on the job.

Human interest in people keeps your business eggs warm. The eggs of a printer do not all hatch at the same time, they break the shell one at a time. Farmer Thompson needs a little printing. He remembers your friendly inquiry about his corn crop when the drouth had its inning last summer, and he says to himself: "Sort of a friendly fellow, that printer. Guess I'll give him this job." You are a bit surprised by a good order from the proprietor of Harvey's Emporium—has not Cut-Rate Tom always done his work? You may not remember—but Harvey remembers—the time when his little girl was very ill, and your sympathy for him at that time.

A printer without sympathy and tact is up against a stone wall; sympathy and tact are first aids to business. You might as well leave out the ink and presses as to leave out the human touches. A warm, sympathetic, kindly printer personality illumines every bit of work turned out. Imprint: there are two imprints, and the human imprint is the magnet that pulls the harder of the two.

GEORGE W. TUTTLE.

Out February 20th!

FIFTH EDITION BEN FRANKLIN CHICAGO PAPER DIRECTORY AND PRICE LIST. Most valuable book ever issued for Chicago Printers. Lists dealers and prices of over three thousand items of paper with complete indices. Answers the questions: Who Handles It? How Much Does It Cost?

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TORONTO

A statement issued from the Toronto head office of the Canadian Weekly Newspaper Association shows that Ontario weekly newspaper publishers are getting better prices for their job work as well as increased subscription rates as the result of surveys and organization in the various districts. A number of district associations have recently been formed among the weekly publishers and cost systems are being adopted in nearly all the offices, together with price lists. It is stated that the weekly publication business is now on a better paying basis than ever before. A large percentage of the weekly papers are now charging $2 a year instead of the old price of a dollar.

A record achieved by few printers is that of William J. Reynolds, who has been connected with the news room of the Brockville (Ont.) *Recorder and Times* continuously for the past 47 years, an event the paper celebrated during Christmas week. He joined the paper in 1873 when it was under the direction of Colonel David Wylie and has remained with it ever since.

At a meeting of the Ontario Daily Newspaper Association held at St. Catharines, Ont., Will Tufford, secretary-treasurer of the Inland Daily Press Association, which has its head office at Clinton, Ohio, was the chief speaker. He recounted the growth of his association from 56 papers at $1 a year until, at the present time, it has 254 daily papers, with fees ranging from $15 a year for a paper with 2,500 circulation to $50 a year for larger publications. The Inland Association, he claimed, is responsible for the settled paper market of today. By its system of allocating news print some 75 papers had been saved from suspension. The news print situation, however, is still serious, he said. "It is not fair," he said, "that publishers should be dominated by union labor, but there should be a working together in every way. Some of our men have been driven to such lengths that they have gone to the open shop plan and they are operating successfully. The desirable thing is to keep close to your men. Know them and work with them."

James G. Wilson, for the past thirteen years foreman of the Saturday Night Press, Toronto, has resigned his position there and has taken over the W. R. Maxwell printing plant at 84 Adelaide street, east. Mr. Wilson started with the Saturday Night Press when it had three cylinder presses looking after the trade there, while now the plant has sixteen cylinders. Mr. Maxwell is leaving for California, where he will spend several months.

The Toronto Typothetae is conducting a campaign against price-cutting, a practice which has grown to considerable proportions during the recent dull period in the printing trade. An effort is being made to get all members to use the local office and its facilities for getting all the facts in cases of price-cutting and results so far indicate that the printer is gradually adopting the system, demanding a fair profit and sticking to it.

A new printing company, to carry on a general printing and publishing business in Paris, Ont., has been formed and granted an Ontario charter under the name of Ye Paris Printe Shoppe, Limited, with an authorized capital of $40,000. Among the incorporators are Charles C. Nixon and H. Harris of Toronto.

Twenty-five of the sales department heads of the Copp-Clark Company, Limited, printers and publishers, Toronto, enjoyed their annual reunion and get-together during Christmas week at the Carls Rite Hotel when, under the chairmanship of the president, H. L. Thompson, many exchanges of ideas were made with a view to their adaptation to the present year's business campaign.

Charles Roddy, aged 74 years, one of Toronto's oldest and best known printers, died recently after a long illness. Mr. Roddy was born in Toronto and was educated at the old grammar school. Thirty-seven years ago he entered business for himself and established the firm of Charles Roddy & Compnay. He retired two years ago and since then the business has been conducted by his four surviving sons.

The many friends in the printing trade of George M. Rose, president and general manager of the Hunter Rose Company, Limited, Toronto, printers and publishers, congratulated him on his victory at the Toronto polls on New Year's Day when he was elected as alderman to represent Ward Three. Alderman Rose is an enthusiastic worker for the Toronto Typothetae. He is a graduate of the Ontario Agricultural College, Guelph, Ont., and was for some time in the printing business in Kitchener, Ont. He entered his present business in 1902, his father having founded it years before. Alderman Rose has held his present position as head of the company since 1904. In his younger days he was known as an enthusiastic sportsman, having been a star lacrosse player. He is intimately connected with the business and civic life of Toronto and is an active member of the Toronto Board of Trade and the Canadian Manufacturers' Association.

Walter R. Scace, a former well-known printer in Brantford, Ont., Welland and Winnipeg, and of later years the county jailer at Brockville, died recently in that city. For twenty-eight years prior to his appointment to the county position he was business manager of the Brockville *Times*.

Toronto printing circles regretted to learn of the resignation of Ira R. Knowlton, who has been secretary of the Toronto Typothetae since it was organized. He will be succeeded by W. A. Sutherland of Toronto, who has spent some time with the U. T. A. field force and who is well qualified to take over the duties of the Toronto office. Mr. Knowlton will be transferred to some other U. T. A. field.

Organization of the printers in western Ontario was decided upon at a meeting of printers in Guelph, Ont., on January 8, following a survey of the trade, which showed that in the neighborhood of twenty-five plants indicated profits for the past year's business of a fraction over five per cent. A Typothetae branch will be launched at a further meeting to be held at Kitchener the latter part of January. The branch promises to be a particularly strong one.

A new printing institution known as Printers' Guild has been organized and granted an Ontario charter to engage in a general printing and publishing business, with a capital stock of $40,000 and head office at Toronto. The incorporators are J. C. Smith, Henry Rogers, F. S. Livingstone, F. W. McGill and H. Cassidy of Toronto.

The Mono-Lino Typesetting Co., Limited, has moved into its new premises in the Brigden Building, Richmond street, which event recalls the fact that the concern started in 1912 as a one-man plant, developing into the present big concern with forty people on its payroll. Mr. Adamson, the general manager, was at one time employed on the West Toronto *Tribune*, later with Warwick Bros. & Rutter and the Southam Press, where he worked on the keyboard. He later went with Addison & Mainprice to operate its monotype equipment. This grew into a small trade plant and in July, 1919, the Mono-Lino Typesetting Company came into existence, with W. F. Addison as president and Mr. Adamson as manager. The company took 600 feet of floor space in the basement of the Brigden Building and in November last moved up in the same building, doubling its floor space. The equipment now includes five monotype machines, two linotypes and an Elrod lead and rule caster. Last year Mr. Adamson bought the entire stock of the company and is now operating with S. F. Addison as assistant manager. The U. T. A. cost system is used and the plant operates day and night shifts the year round.

The January meeting of the Toronto Typothetae was addressed by W. R. Colton, director of the Research and Service Department of the U. T. A., Chicago, who dealt with the services available to the members through his department. There was a good attendance of printers and the address was listened to with deep interest. A feature of Mr. Colton's visit was a dinner given in his honor by the executive committee at the National Club.

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The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System

goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

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Face Your Men With Facts

Continued from page 41

in such a haphazard or arbitrary way as many people think. There is a normal relationship between wages, prices and profits which naturally tends to be established. If wages generally were unduly depressed, it would cause the same depression in industry that is caused by having farm products unduly depressed. If there are not fair profits in industry, capital will not be accumulated to supply machinery and equipment for improvements and enlargements. On the other hand, if profits are good the proprietors will be trying to hire more men, to increase their product, and it is under these conditions that wages are advanced. In short, there are natural laws which work out these adjustments and by which all the progress of the past has been made.

"But," somebody may say, "this is a world in which every class looks out for itself. The wage-earning class does not owe the farming class anything; the farmer gets the highest prices he can, and it is right for us to look out for our own interests. If we keep wages up we will get just as much money in the long run, even if we work only part time, as if we worked all the time for reduced wages, and we won't have to fight to get them back."

The answer to that argument is that such a policy would tend to keep up the cost of living for all the wage-earning population, while cutting down their working time and earnings. Clothing, shoes and all factory goods would stay at high prices, for you cannot get economical production on part-time work. Furthermore, the farmers cannot be expected to work long hours and sell their products at low prices, while the town industries run short hours and keep their products at high prices.

Perhaps somebody would arise in such a meeting and ask how it was that "only a few months ago the employers and the newspapers were saying that the great need of the time was for greater production, urging the workers to work harder, and now suddenly the factories are shut down because the goods cannot be sold? Isn't there some humbug about this?"

The answer to this is that the incomes of the people in different occupations have become unbalanced. We have seen that society is organized in the different industries for the sake of getting greater production, but unless their pay and production are fairly well balanced the whole system becomes disorganized. Industry slows down, not because there is real overproduction, but because the necessary exchanges cannot be made. We see that the farmers cannot keep up their end of the buying.

Very likely in such a meeting someone would rise and say that the employers had been making lots of money, and that there was no need for them to shut down their works so quickly when business got a little dull. They might use some of their profits to keep going, and perhaps business would pick up.

One answer to that is that the profits that have been made have commonly gone into the improvement and enlargement of works, which has been a good thing for the wage-earning class because it increases the demand for labor. The money which has been put into new buildings and machinery cannot be paid out for something else.

Very few industries could keep going long unless their products were moving into market and bringing in a stream of money. Furthermore, if the situation is as I have described it, and the factory goods cannot be sold unless radical reductions are made, it would be foolish for any employer to go on making goods at high costs which would have to be sold at a loss. The employers would be all broke in a short time and the works closed permanently. That would not benefit the employes who depend on the works for a livelihood.

Profit Making Equipment

THE LATHAM WAY

The Business Builder

Saves 50% Make Ready and 75% Register Time

ASK FOR A DEMONSTRATION

Complete Plate Mounting, Registering System for Book, Catalogue, Label and Color Printing.

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Superior Chase Locks for Cylinder Presses.
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Wesel Diagonal Groove Final Bases and Hooks.
Potter and Poco Proof Presses.
Slauson Cylinder Press Locks.
Morgans & Wilcox Job Locks.
Cylinder Press Seats.
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Warner's Roller Trucks for Job Presses.
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Shute Planes for Beveling and Undercutting Patent Plates.
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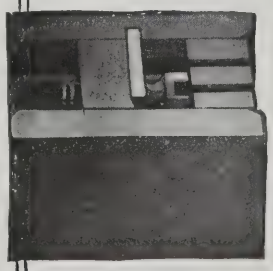
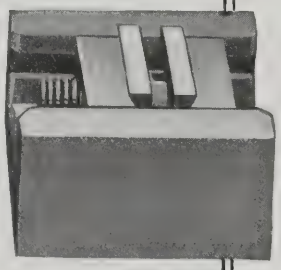
Morgans & Wilcox, H. B. Rouse, Challenge Machinery and Kramer Woodworking Co. Products



8 x 8 Hook Gives 6-em Travel.

4 x 4 Hook Complete for Small Plate Work.



8 x 8 Double Hook for Narrow Margins.

Latham Automatic Registering Co.

Chas. J. Kanera, Gen. Mgr.

608 S. Dearborn St. Chicago, Ill.

170 Fifth Avenue New York, N. Y.

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Carry the Story of

MARMON MOTOR CARS

"It's a Marmon" is conceded sufficient description to convey the highest type of merit in motor cars.

"It's Patrician" has become equally significant of inherent good quality in cover papers.

It is not strange, therefore, that Patrician Cover with its rare beauty and serviceability should be employed as a fitting binder for the story of Marmon goodness.

Patrician Cover is notable for its strength and its adaptability for fine printing and embossing as well as for its rich color tones.

The use of Patrician Cover in the finer booklets of such industrial leaders as the Detroit Steel Products Co., Cole Motor Car Co., and others, shows the appreciation of the careful advertising man for cover paper that worthily represents a good product.

No less important is the fact that engraving houses and the better class of printers use Patrician Cover when they want to show what really fine work they can produce through artistic printing and engraving. You can make your direct mail matter equally attractive.

Write for Samples

TRADE MARK PPC YPSILANTI REGISTERED

Peninsular Paper Co.

YPSILANTI, MICH.

Makers of Uncommon Cover Papers

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The Printer

who is using this Price List can safeguard his interests during the trying times of reconstruction.

The weekly service keeps the users fully posted as to prices and business conditions.

The 60-day Guarantee Offer should interest you

PORTE PUBLISHING CO.

R. T. Porte President

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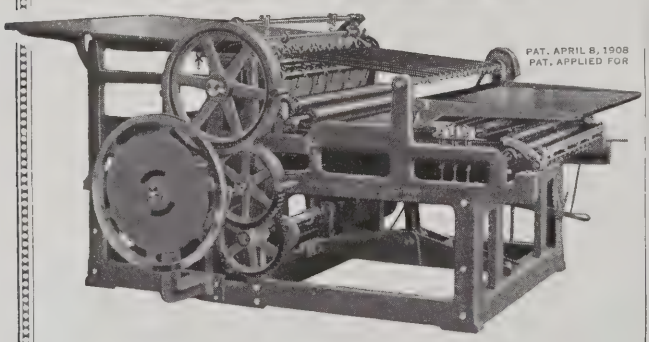
Low First-Cost

LEE PRESS

TWO-REVOLUTION

Low Up-Keep



A High Class, Two-Revolution, Two-Roller, All-Around Printing Press

Size of printing bed, 26x38 inches; actual printing surface 22x35 inches; handles paper up to 24x36 inches; speed 1800 and 2250 per hour. A really simplified, economical press. Export shipping weight, 5700 pounds (2590 kilos); Cubic measurement, 176 feet. **Write for prices and full particulars.**

The Challenge Machinery Co.

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Manufacturers of the Stonemetz Two-Revolution Press in 3 sizes, Diamond Power Paper Cutters, Advance Lever Paper Cutters, and many other tools and requirements for printers.

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Excellent Craftsmanship
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Tabular Work
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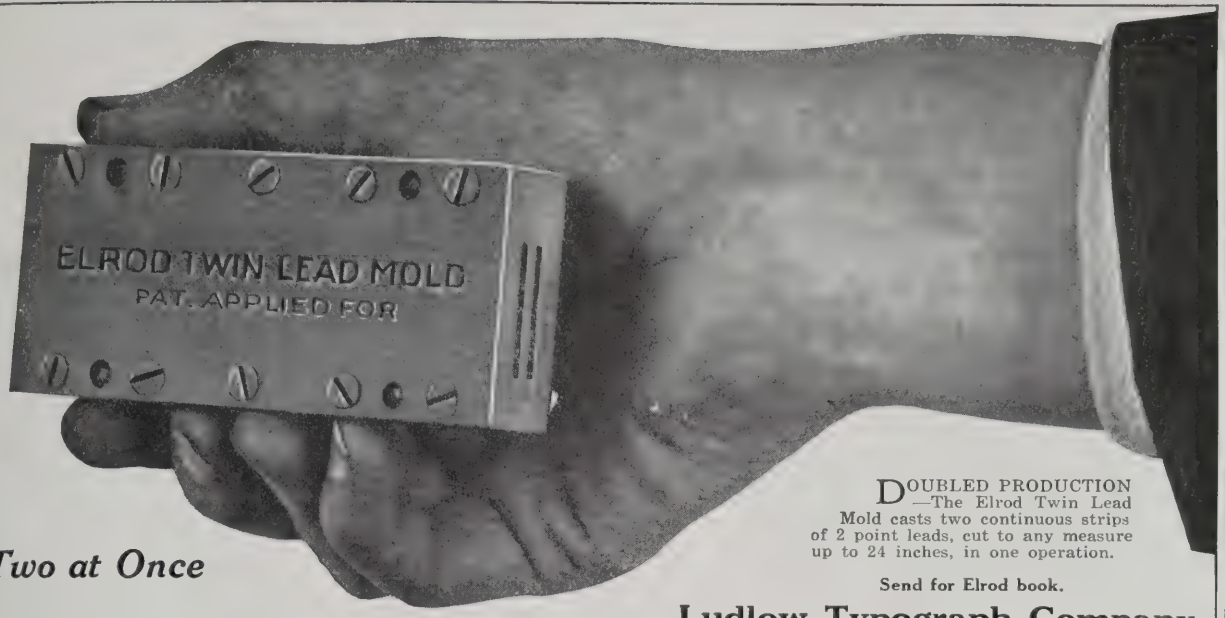

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DOUBLED PRODUCTION —The Elrod Twin Lead Mold casts two continuous strips of 2 point leads, cut to any measure up to 24 inches, in one operation.

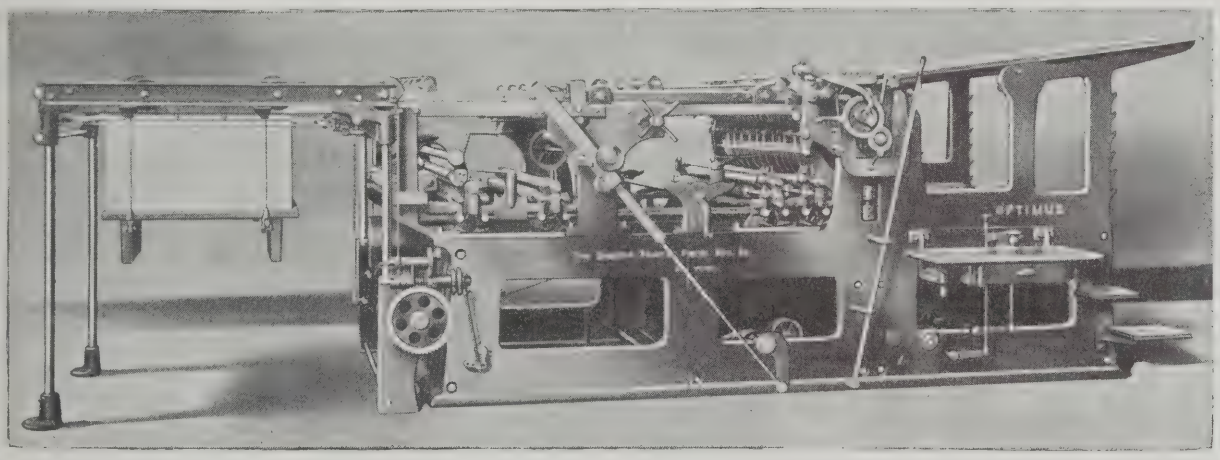
Send for Elrod book.

Ludlow Typograph Company

General Offices and Factory: 2032 Clybourn Ave., Chicago
Eastern Office: 606 World Building, New York

80 lbs. 2 point Leads every hour

The Elrod Caster



The EXTENDED DELIVERY *and* PILE TABLE *On the* BABCOCK OPTIMUS

More Babcocks in Use than Any Other Single Make of Cylinder Press

The Babcock Line is a complete line—including the Optimus Two-Revolution in all needful sizes of 4-Roller, 3-Roller and 2-Roller Presses—four types of One-Revolution Presses in many sizes—and the Babcock Automatic Piling Cutter and Creaser Presses

SUPERIOR PRODUCTS SINCE 1844

Here is a sure way to get more production for the running time of cylinder presses. No more hand lifting of printed sheets from the delivery table. The press automatically delivers and jogs the printed sheets on a platform. When the job is off or the platform is loaded to capacity, it is lowered to the floor, where any type of lift-truck may pick up the platform and its stack of sheets, and roll away. You must do something to check the rising cost of printing. This is one certain way. The Extended Delivery and Pile Table may be added to any 4-roller Optimus made since and including Serial No. 2869, and some of older type

BARNHART BROTHERS & SPINDLER

Western General Sales Agents Babcock Printing Press Mfg. Co.

Chicago Dallas Kansas City Saint Louis Omaha Saint Paul Seattle

WITH OUR ADVERTISERS

ANNUAL LUDLOW SALES CONVENTION

Reading from right to left around the table: G. O. Cromwell, vice-president; H. J. Poppenhagen, secretary; P. P. Merrill, H. H. Muir, A. H. Hedly, George Stone, J. O. King, F. T. Flynn, J. F. Hawkins, D. E. Roseman, E. E. Pelot, Homer Dunn, Paul Dodge, Charles Connell, M. O. Menaige, C. J. Johnston, W. A. Reade, president; H. G. H. Buckner, C. H. Bauer, Albert Vobroucek, Howard Felix, Frank Kreutz, William Mulcahy, Henry Frerichs, V. O. Briggs, William James, E. L. MacCormack, B. C. McCullagh, Wayne Waldrop, Robert McIntyre, S. G. McAninch, William Cunningham.

Ludlow Sales Convention

The annual convention of the Ludlow Typograph Company recently was held in Chicago. Members of the installation and sales forces in the United States and Canada were present.

An interesting program was held in conjunction with inspection trips through the Ludlow factory at 2032 Clybourn avenue. Trade subjects were discussed and the convention closed with the annual dinner at the Hotel Sherman.

The Ludlow company has just completed the most successful year in its history, the production and sales of display type equipment to the trade having surpassed all former records.

Oklahoma Goes Out of the Price List Business

At a meeting of the Oklahoma Typothetae, January 15, it was decided to discontinue publishing the "Oklahoma Price List on Printing" and to secure the Franklin Printing Price List service for its members.

A wire was sent to the Porte Publishing Company, Salt Lake City, for fifty Franklin Printing Price Lists, and the weekly service.

It is understood that several other cities in Oklahoma will follow the lead of Oklahoma City, as well as cities in other southwestern states.

The decision in favor of the Franklin Price List service was made only after a very thorough investigation of all other price lists, as well as the local price list Oklahoma was publishing. The decision in favor of the Franklin list was because of its great merit.

Big Demand for Linotypes Abroad

In spite of the tragic impotence that seems to have settled down over most of the big manufacturing centers in England, it is a fact that there is no let-up in the demand for and production of Linotypes.

Maurice Joy, whose name appeared recently in the *New York Mail* at the head of an illustrated feature article, "American Owned Factory Sets Example in England," stands behind these emphatic statements:

"Recently I visited a plant where the atmosphere was as different from the general industrial depression as fog from sunshine. It was that of Linotype and Machinery, Ltd., which has its head office at 188 Fleet street, London, but is controlled by the Mergenthaler Company of New York.

"Every shop in this great hive of industry covering eight and a half acres of floor space was working to capacity. Every man and woman was 'carrying on' as if they realized to the full the responsibility of labor to the home it has to support and the country whose prosperity ultimately depends on its efforts.

"Back on a peace footing, the plant is doubling its pre-war output * * *. In the manager's office is a chart showing a long list of unfilled orders, and the point reached in executing them. The products of the plant go to every country in Europe, Asia and Africa, supplying ninety-five per cent of the newspapers requiring such equipment.

"So successful has this management been that the shares, which have a par value of $500, are now sought at more than three times that price."

Bateman Becomes Poet's Inspiration

When Tom Bateman, genial sales manager of the Printing Machinery Company, sent out his Christmas greeting card, bearing his smiling countenance on its cover, he little knew that he (or perhaps it would be better to say the composition of the card) would inspire poetry. However, he received the following from F. W. C. French of the Lanston Monotype Machine Company, who evidently wishes to sell Tom a Monotype:

Tom Bateman, O Tom Bateman,
If you could only know
What quality in printing means—
How new type makes it show—
Ere next you mailed a little card
To your printer-man you'd say
"Please set it all in Monotype—
The kind you throw away."

Tom Bateman, O Tom Bateman,
If I could only tell
A tenth of all the plants I know
That print—and print so well—
With brand new, first class pretty type
That says but once its say,
'Twould be "Set it all in Monotype—
The kind you throw away."

For Non-Distribution
Is a great institution;
Saves jack,
Takes up slack,
Makes the buyers all come back.

SYSTEMS BOND

The Loft-Dried Rag-Content Paper *at the Reasonable Price*

501 FIFTH AVENUE
NEW YORK

THE EASTERN MANUFACTURING COMPANY

takes pleasure in announcing that

SYSTEMS BOND

is now available for Personal Correspondence,

Note Paper and Envelopes being prepared in a variety of

sizes and put up in handsome boxes by

CHARLES E. WEYAND COMPANY

22 Howard Street, New York City

and sold under the name of "Systems Bond Writing

Paper for Men and Women"

Loft-Dried

One Million Dollars

($1,000,000.00)

THIS huge sum is invested in Chicago in machinery (250 typesetting machines and 1,000 type faces) and material to give COMPOSING ROOM SERVICE for you, Mr. Printer, that costs you nothing for upkeep when work slows down; you charge off no depreciation for wear and tear on machinery and type—and you have all the convenience, all the SERVICE of the largest print shop.

We have the facilities, the knowledge and the experience necessary to handle any kind of a composition job—Monotype, Linotype, Ludlow, Lino-Tabler, or Hand—with or without make-up, and get it to you on time, and as near right as it is humanly possible to do so.

Our Standard Trade Customs embody fair prices based on known composing room costs and are a factor of safety for your guidance in determining the cost of the printed job.

Patronize the men who spend time, service and money in a co-ordinated effort with you to help make possible the organization work and benefits which accrue from the Franklin-Typothetae of Chicago and the United Typothetae of America.

Trade Composition Association *of* Chicago

A Division of the Franklin-Typothetae of Chicago

A. R. BUCKINGHAM
CHAMPLIN & CO., Linotypers
CHICAGO TYPESETTING CO.
EMPIRE LINOTYPING CO.
ENGLEWOOD TYPESETTING CO.
KERR-WHITMIRE TYPESETTING CO.
KILGORE LINOTYPING CO.
M. & L. TYPESETTING CO.
MATHEWS TYPESETTING CO.
PERFECTION LINOTYPING CO.
QUALITY TYPO CO.
S-K-H TYPESETTING CO.
SMITH-McCARTHY TYPESETTING CO.
STANDARD TYPESETTING CO.
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TRADE SHOP TYPESETTERS
WALDEN TYPESETTING CO.
WOODLAWN TYPESETTING CO.

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Ben Franklin Monthly

Ben Franklin Publishing Company
508 S. Dearborn Street, Chicago, Illinois.

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MAR 5 1921

VOL. XVIII MARCH, 1921 No. 6

CHICAGO AGENTS
CHICAGO PAPER CO.
801 S. WELLS STREET

OLD COUNCIL TREE BOND

GUARANTEED TO SATISFY

REQUIRES NO EXPLANATIONS
THE OWL MARK IS NATIONAL

MADE BY
NEENAH PAPER COMPANY
LOFT DRIED BOND AND LEDGERS ONLY
NEENAH, WISCONSIN

THE SIGNIFICANCE OF THE SLUG

The Linotype Slug represents far more than an original saving in the cost of composition. In every subsequent operation its convenient form effects new economies. Make-up is quickly and easily accomplished; changes and corrections are the work of a minute; and when the job is off the press it is finished. The slug abolishes distribution and leaves the workman's time free for productive effort

MERGENTHALER LINOTYPE CO.
29 Ryerson St., Brooklyn, N.Y.

This advertisement is composed entirely of LINOTYPE *material*

Ben Franklin Monthly

Published for the Employing Printers of the United States and Canada

Vol. XVIII *20c the copy* MARCH, 1921 *$2.00 the year* No. 6

Coming Next Month!!

A detailed survey of the 44-hour week situation will be featured in the April *Ben Franklin Monthly*—including a history of the movement, its possible economic effect on the printing industry and a chronological report of the steps taken throughout the country to combat it. Nothing similar has ever been attempted by any printing trade journal. The timeliness of this survey will make it of untold value.

The story of the Chicago wage controversy will be found on page 50 of this issue. What has happened in Chicago is of vital importance to every other printing center in the country. The success or failure of any movement in either Chicago or New York is reflected in Peoria, St Louis, Pittsburgh, Boston or New Orleans. This in itself demonstrates the necessity of co-operation, not only among printing plants in one city, but among printing plants of the entire country. The story of the Chicago labor situation is *your* story, although you live two thousand miles away.

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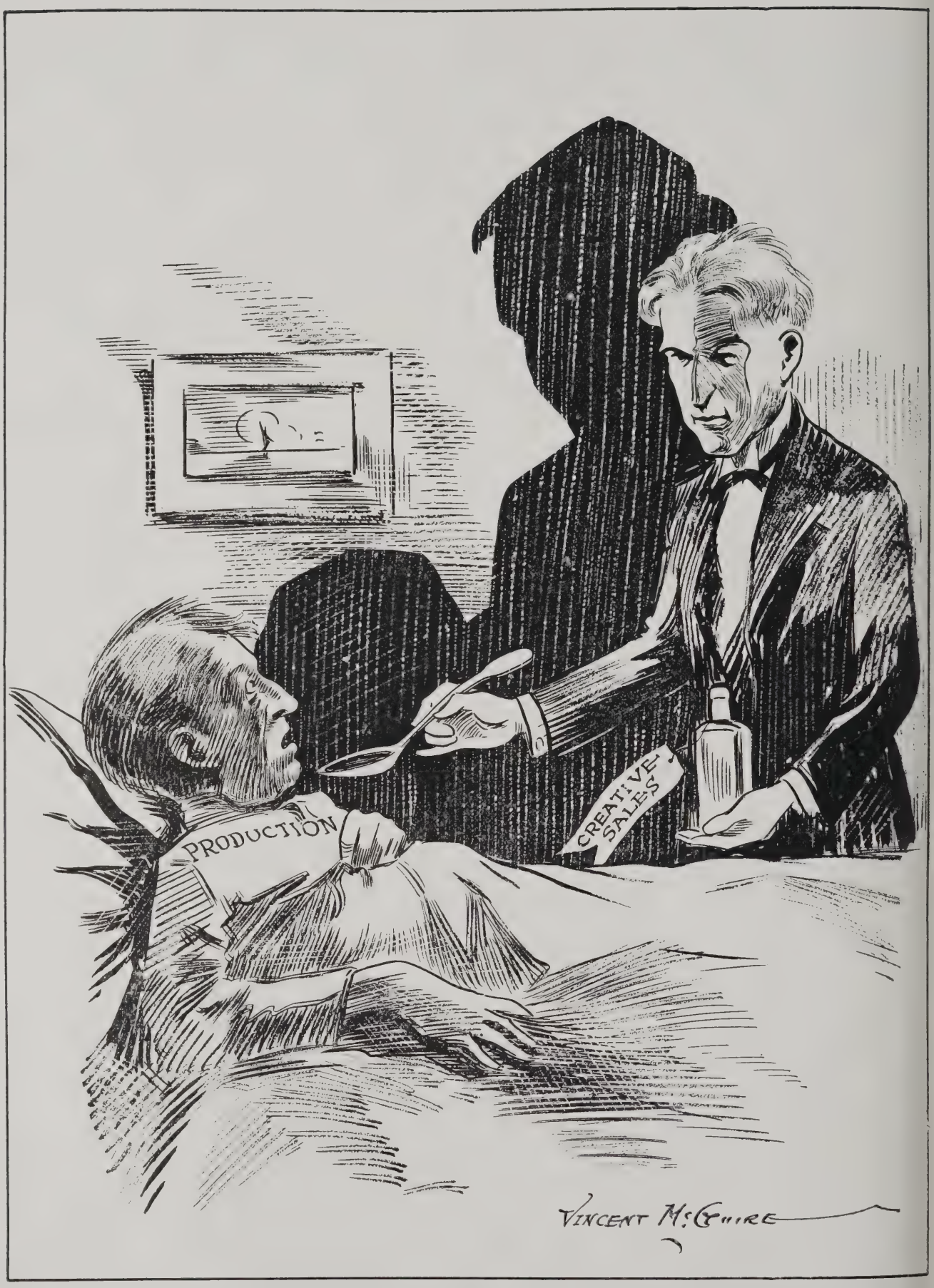
The Much Needed Stimulant



—Drawn for Ben Franklin Monthly by McGuire.

St. Louis Convention Prepares Fight on Short Week

Midwest Master Printers Decide to Fight Inauguration of 44-Hour Week, and Prepare For Active Campaign

By W. C. HOWLAND

RATHER than grant the demands of the Typographical Union for a 44-hour week, employing job and commercial printers of the Middle West will let their shops be closed on May 1 next if the unions, in seeking to enforce their demands, declare a strike.

This was the decision of the convention of Master Printers of the Middle West held at the Planters Hotel, St. Louis, on February 3 and 4.

In strong statements, the convention made clear its stand in the following resolution:

Whereas, This meeting of employing printers, comprising 1,215 shops employing 27,675 journeymen in the trade territory between Cleveland and Pittsburgh on the east and Denver on the west, and the Great Lakes region and the Gulf, held at St. Louis, February 3, 1921, are unanimously opposed to any concerted action that will reduce production or increase the cost and likewise the selling price of printing; and

Whereas, A reduction in the work week from 48 to 44 hours, as demanded by labor unions, would bring with it an unjust increase in the price of printing to the consumer; now, therefore, be it

Resolved, That we, the 1,215 employing printers, in convention assembled, unalterably and unequivocally pledge ourselves not to accede to the demand for a 44-hour week at any time; and further that we pledge ourselves not to make any local or individual contracts with any employe or group of employes on a basis of less than 48 working hours per week.

The resolution was signed by master printers in the following cities: Rock Island, Ill.; Muskogee, Okla.; Davenport, Iowa; Omaha, Neb.; Milwaukee, Wis.; Toledo, Ohio; Columbus, Ohio; Louisville, Kentucky; Cleveland, Ohio; Chicago, Ill.; Davenport, Iowa; Hannibal, Mo.; Pittsburgh, Pa.; Dayton, Ohio; Joliet, Ill.; St. Louis, Mo.; Detroit, Mich.; Grand Rapids, Mich.; St. Joseph, Mo.; Decatur, Ill.; Lincoln, Neb.; Evanville, Ind.; Springfield, Mo.; Joplin, Mo.; Topeka, Kans.; Baltimore, Md.; Wichita, Kans.; Minneapolis, Minn.; Atchison, Kans.; Moline, Ill.; Belleville, Ill.; Kansas City, Mo.; Eldorado, Kans.; Hutchinson, Kans.; Terre Haute, Ind.; Ft. Smith, Ark.; Shawnee, Okla.; Memphis, Tenn.; Guthrie, Okla.; Springfield, Ohio; Nashville, Tenn.; Denver, Colo.; Elkhart, Ind.; Cedar Rapids, Iowa.

Copies of these resolutions were ordered sent to the heads of the International Printing Trades Unions at Indianapolis and an additional copy, together with a complete report of the proceedings of the St. Louis meeting, were ordered sent to Samuel Gompers, president of the American Federation of Labor, that a thorough understanding of the employing printers' position might be had.

This action followed a motion urging that a committee from the employers be sent to Indianapolis to confer with union officers. This was voted down as tending to weaken the position of the employers.

Meanwhile, preparations for a possible strike will be continued by employers throughout the Middle Western states. In many places, as in St. Louis, Kansas City and Milwaukee, strike insurance in large amounts has been taken out by employers to safeguard overhead, fixed charges and profits in case of a strike. A canvass during the convention showed something like $30,000,000 of such insurance now in effect, while it is probable that within the district, as the result of the conference, something like $60,000,000 or more of such insurance will be in force by May 1.

Also the employing printers, at the convention, considered the plan adopted in St. Louis and elsewhere, whereby the master printers are contributing fixed sums in relation to their labor payroll to a fund to be used in a publicity campaign in case of a strike.

Virtually all the larger cities in the Mississippi Valley were represented in the convention, and all were united in the declaration that a further reduction in working hours would mean less production and higher prices at a time when the printing industry could survive neither. The exception was Chicago, where, William Sleepeck explained, a new wage scale is fixed every six months upon the basis of the reports of the Department of Labor.

A cut rather than an advance in wages this spring would result from that method of adjustment, Mr. Sleepeck said.

Individual speakers declared themselves in favor of the 44-hour week, basing their support upon the alleged pledge of New York employers for the short week, which was given, they said, more than a year ago.

On the other hand, delegates from Pittsburgh declared a strike would be welcomed there, where, they said, the employers had been able to break the domination of the unions in the industry. Milwaukee delegates also indicated that they would not be hurt by a walk-out. These were characteristic of many individual opinions in which delegates declared for an open fight with the printing trades unions.

One of the important actions to be taken as a result of the convention will be an effort to line up the employing printers of the smaller cities with those of the larger to combat the 44-hour week plan.

A second resolution, proposing that the convention form the nucleus of a permanent organization was unanimously approved during the convention. The plan contemplates the appointment of a representative for each city to form a local organization and work through a headquarters in St. Louis.

Commenting on a statement that efficiency of workmen declined 33 to 40 per cent during the war, R. T. Deacon, who presided, said the men had been washing up on the company's time and were not as diligent as they had been in previous years.

"The situation was aggravated by a scarcity of workmen, due to the great number of men who entered the military service," he explained, "and a surplus of jobs gave the men a sense of independence, which they used to the disadvantage of the employers. Although I was required to speak to my own men through their foreman, it often became necessary to go to them direct in an effort to get the time we were paying for, but they always

Continued on page 70

The Fine Art of Printing---At a Profit

Adequate Recompense Necessary if Good Work Is To Be Produced
More Universal Use of Cost Finding System Necessary

Written Especially for Ben Franklin Monthly
By CHARLES L. ESTEY

THE Fine Art of Printing—at a Profit, is in danger of becoming one of the lost arts in some sections. This is evidenced by the practice in vogue among printers, who ought to know better, of accepting printing jobs at prices which can yield only a minimum of profit, or none at all.

The Fine Art of Printing—at a Profit, is well worth acquiring. It calls for the education and exercise of both mental and physical powers. Books and articles galore have been written on the subject and most printers who are worthy of that honorable appellation are versed in this art to a greater or less degree.

What is needed now, it would seem, is the introduction of those factors which have to do with the fine art of *selling* printing at a profit.

The physical factor is here co-active with the mental, because the physical stiffening of the backbone necessary when quoting prices for printing, results from mental determination to take a fair stand on the question of price and stick to it.

Frequent exhibitions are held to show examples of good printing and it is well for all concerned that such exhibitions are given prominence.

But now that there is a perceptible letting down in business, there is needed, more than ever, an exhibition on the part of every master printer of more backbone in the matter of quoting prices.

The printing industry, because of its possibilities of large financial reward, is here and there attracting business men who know little or nothing about printing, but who are well versed in the principles of salesmanship—one of the chief of these principles being that every transaction must yield a desirable return.

Whenever a trained business man engages in any manufacturing line, the very first thing he starts about discovering is the *cost* of doing business. That is the basic principle underlying all successful enterprises. Without an accurate knowledge of the cost of every job produced in a printing plant, a profitable selling price cannot be determined.

The very introduction of an adequate cost system into a printing business has the physical effect of stiffening the morale of the proprietor, and, simultaneously, of stimulating his mental processes. For, with an accurate knowledge of his costs, comes the immediate realization that he must get in return for his work a profit which will make it worth while for him to continue in the printing business.

The United Typothetae of America has done a great work in the past few years in literally transforming many printers who were skilled merely in the art of printing into *business* men skilled in the art of *selling printing at a profit.* This very desirable transformation has been accompanied by such marked success and such improvement in the personal fortunes of many printers that "outside" business men, with utterly no knowledge of printing, have been attracted into the printing business because of its varied legitimate opportunities for making money.

And yet, notwithstanding all the intensive missionary work that has been done and is being done by this livest of all industrial trade organizations—the U. T. A., and by the local Typothetae associations, in preaching the gospel of known costs, estimating, salesmanship, business management, etc.—such local Typothetae associations as, for example, one in the middle west, with a membership of approximately five hundred, can show only about twenty per cent of its membership as having installed adequate cost systems!

What is true of this particular city is true in others, but a survey of the various local Typothetaes would undoubtedly show that those located in smaller cities show a larger percentage of the membership operating adequate cost systems while the larger cities have the smaller percentage.

This may or may not be an indication that in a city where every printer knows or comes in frequent contact with every other printer; and where the membership regularly attend the meetings of the organization, there is a greater community interest and a keener realization of the necessity of knowing costs, to the end that the printing craft may be served and preserved by all its members.

When all printers have awakened to the desirability of knowing not only how to produce good printing, but how to sell good printing profitably, then will dawn the era of better-and-better times in the printing business—and not until then.

And all that is needed to accomplish this is a stiffening of the backbone and a more sincere desire and willingness to play the game fairly and squarely—a status that results inevitably from practicing the teachings of the U. T. A.

One Hundred Dollars for an Idea

THE United Typothetae of America, through its executive council, has offered a prize of $100 in cash for the best slogan for the use of printers submitted by one of its members before March 31, 1921.

The contest is open to any member of the parent association direct, or any member of any local Typothetae. Its object is to select a phrase which can be used with the Typothetae emblem on stationery, billheads, etc., and painted on shop windows and delivery trucks of all Typothetae printers. Here are suggestions for the type of phrase wanted:

"Print It."
"Sell With Printing."
"Make Printing Your Salesman."
"Printing Builds Business."

Slogans submitted should be written on the outside of a 6¾ envelope with nothing else on it. A slip of paper containing the entrant's name and address should be enclosed and the envelope sealed. The whole should be enclosed in another envelope and addressed "Slogan Committee, United Typothetae of America, 608 South Dearborn street, Chicago."

The decision of the committee will be announced sometime in April.

Paper Directory Out

THE fifth edition of the Ben Franklin Paper Directory and Price List will be mailed to printers in Chicago and vicinity March 3. Watch for your copy—then use it.

A Sirloin Steak That Paid for Itself

How One Printer Made a Suggestion That Resulted In a Worth-While Sale

By MURRAY E. CRAIN

ONCE upon a time there was a printing salesman who lived in a room in a hotel and had nothing to eat except what he could buy at restaurants. These were hard lines, as he admitted to himself every time he sat down in a restaurant, good or otherwise, and wistfully scrutinized the menu card placed before him. And at other times, when he patronized one of the places operated by a gentleman who lived in Greece not so long ago, the wistfulness was supplanted by ferocity and profanity.

But it so happened that while looking at the greasy, fly-spotted bill of fare in one of the million restaurants of the kind in this grand and glorious union, an idea dawned upon him. He has been following and developing that idea ever since, and now he admits that he is a regular salesman.

It was like this: Prices had been rising for some time, and prices of food were no exception. Coffee, once five cents the cup, was now ten. The restaurateur, instead of having a bill of fare printed showing the revised prices, had merely scratched out the figure "5' with a pen, and had written "10" over the old number. Likewise with ham and with eggs, and with ham and eggs, as well as practically everything else on the bill of fare. As soon as our friend, the salesman, had finished his frugal repast, he collared the Greek magnate, took him to one side, and queried:

"Say, bought a suit of clothes lately?"

"Sure," replied the Greek, anxious to humor his insane patron, and wondering what was coming next.

"What did you pay for it?" asked the salesman.

"Oh, sixty-five dollars," returned the restaurant man. "Why?"

"That was pretty high," continued the printing peddler, relentlessly, "but the salesman made you think otherwise. In fact, he told you it was reduced from $90, didn't he. Now, 'fess up. Isn't that what he told you?"

"Well, yes, he did," admitted the restaurant owner. "But how did you know?"

"Because that's salesmanship, though some folks might call it lying," said the salesman. "Now, if he had told you that the suit for which he wanted $65 had been $32.50 the week before, you wouldn't have bought it from the big stiff, would you?"

"Not on your life," replied the restaurant man.

The salesman grimly shoved a menu card in front of the restaurateur.

"You wouldn't have bought the suit if you had known its price had been doubled within ten days," he said. "But you double your prices, and tell the public you've doubled them, and then expect that same public to laugh itself to death over the idea. I've got a million reasons why you should have some new menu cards printed, but one of them ought to be enough. Get out some cards with your new prices on them, so that the people who patronize you won't know that you've raised the price of everything you sell within the past week."

And he finally persuaded this restaurant man, and a lot of others. This salesman has become a specialist on the restaurant business, and he has gained a big following among the men in that line of endeavor.

The Argument That Sold a New Menu

"You wouldn't have bought the suit if you had known its price had been doubled within ten days," he said. "But you double your prices, and tell the public you've doubled them, and then expect that same public to laugh itself to death over the idea. I've got a million reasons why you should have some new menu cards printed, but one of them ought to be enough. Get out some cards with your new prices on them, so that the people who patronize you won't know that you've raised the price of everything you sell within the past week."

Most of his customers operate restaurants of medium class, if there is such a thing any more, but he has won some business from the top-notch hotels, too. Most of the big hostelries operate their own printing presses for the printing of menu cards, but it is safe to say that they do so chiefly because they couldn't get the kind of service they wanted from the rank and file of printers. Anyone who doubts this statement is referred to Barney Alisky, of the Bill-of-Fare Press, Kansas City. Barney has a handsome place of business, his own automobile, and other things, because he made a study of bill of fare printing and gave Kansas City hotels the benefit of his knowledge, at fancy prices. The prices didn't worry the hotel men in his territory, because they were getting what they wanted, and were glad to pay for it.

Getting back to our young friend, the printing salesman: He discovered that every thinking printer must eventually discover, that the only way to sell printing intelligently is from the inside, and not the outside of a business. In other words, the man who can command business is the man who knows the inside of the business of the man whose patronage he is seeking. If a salesman doesn't know anything about the restaurant business, he can't say very much of a constructive nature to the owner. If he has made a study of it, he can go to the proprietor with a concrete, constructive idea which he can sell nine times out of ten.

For example: This printing salesman discovered that a certain restaurant operator had the most wonderful steaks imaginable. The salesman knew, because he had dinner there every night after he made the discovery. He did not know from any word the proprietor had let drop. So he confronted the owner and let these words fall:

"I don't know where you get these steaks, but you can order 365 for me during the next year. The steak is all right, but your advertising is punk. I know men who have been eating here for months, and they think your steaks are ordinary steaks. Let's advertise. I don't mean that you have to rush into the public prints with full page ads. Advertise to the patronage you've already

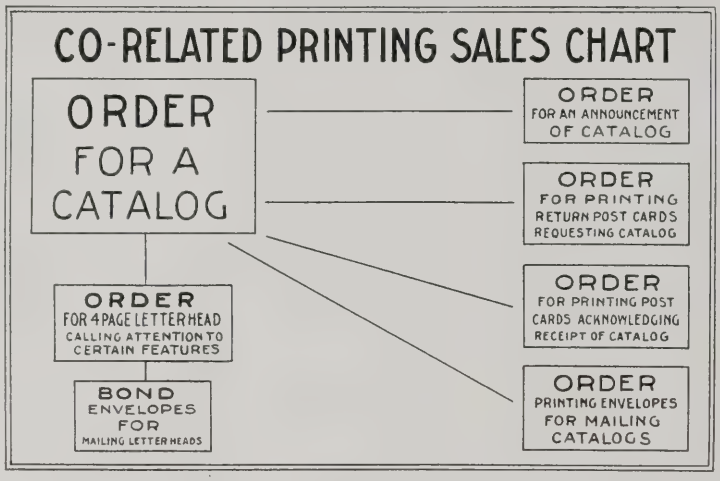
Continued on page 57

Don't Overlook A "Sideline"

Build One Sale Upon Another; a Catalog Means Envelopes Broadsides and Postal Cards As Well

HOW the printer can sell a half dozen jobs of printing through the sale of one job is the theme of an interesting article in the last issue of *D. & W. Chats*, house organ of the Diem & Wing Paper Company, Cincinnati.

The article takes as an example an order for a catalog, from which the printer can also make sales of an announcement of the catalog; return postal cards requesting the catalog; postal cards acknowledging its receipt; envelopes in which it is to be enclosed and a four-page letterhead with envelopes, calling attention to certain features the catalog contains.



All of which is graphically shown in the chart accompanying this article. Quoting the editor of *Chats:* "It is a recognized fact that the average printer does not secure all of the business to which he is entitled.

"Neither does he take advantage of an order received which suggests additional printing work that will not only mean dollars and cents in his pocket, but assist materially in stimulating and building up the business of his customers.

"Upon receipt of an order, all too often, the printer thanks the customer, turns out the best job he can, and delivers it as quickly as possible.

"If every printer would bear in mind, at all times, the relationship of one printing job to another and then work with this principle of co-relation in mind, he would not only secure added profit for himself, but at the same time render a genuine service to his customer.

"For example, let us assume you secure a catalog printing order for any manufacturing concern or mercantile house.

"Every important purchasing agent receives numerous catalogs and price-lists in such quantities that he seldom devotes the necessary time to thoroughly absorbing the contents of each. If, however, he receives an announcement of a certain catalog, attractively playing up certain features which it contains, and the announcement is accompanied by a post card which he must fill in and return before he receives the catalog, he may be relied upon to manifest interest and look forward to its arrival. Another point; the concern issuing the catalog should have on file at all times dated receipts of some character from the person receiving it, particularly if the catalog contains prices effective on a certain date, or applying over certain periods.

"All too often a catalog is filed away or left lying around to gather dust in a purchasing office. Occasionally it is referred to, but the concern back of it seldom derives the business it should from the catalog which it has issued. Some of the livest sales organizations have devised a method of periodically bringing their catalog to the recipient's attention. For this purpose, four-page letters are mailed out, the first page being similar to the regular letterhead, the inside two pages being either reprints from the pages of their catalog, or illustrated descriptions of the articles or lines upon which the message or letter on the first pages deals with. The first page of this letter will carry a message calling attention to some particular article or line carried and perhaps the price. This form of letter has proven extremely effective in instances where it advises of a change in price. Then comes envelopes and numerous other kinds of printing, all definitely linked with the publishing of a catalog.

"This is but one instance of how a live printer can develop his sales. All that is needed is that the salesman follow every possibility. Those who do are the producers."

Offers Home Study Course

COLUMBIA University, New York City, through its extension department, is offering a home-study course of interest to authors, editors, and students of advertising, printing and allied subjects, as well as association secretaries and all those who come in contact with printing.

James D. Gabler will be the instructor in the course, in which the origin, history and development of printing and the allied lines, including the preparation of manuscript, proof-reading, spelling, correct division of words, uniformity in punctuation, capitalization and abbreviation, proper selection of type faces and sizes, printing, ink, paper-making, art work, engraving, the preparation of dummies and visualizing of the finished work, will be considered.

The same subject matter is also being given by Mr. Gabler in the Columbia Department of Extension Teaching.

How Does Your Firm Do It?

COLLECTIONS have been slow. They still are—infernally so—according to reports from various sections throughout the country. How one firm has succeeded in speeding them up by telling customers its actual condition is shown in the following, which was printed as a stuffer to accompany bills and statements. The name necessarily has been changed:

"Please help us by reading this carefully and acting immediately.

"The Blank Press must meet $75,000 in pressing bills this month. Your bill, which is enclosed, is not large, but is one of more than 8,000 similar ones which total over $100,000.

"Will you not kindly help us by sending your check by return mail.

"Our bills must be met; our only help is in you. We are sure you will help us.

"Thank you for your patronage and co-operation."

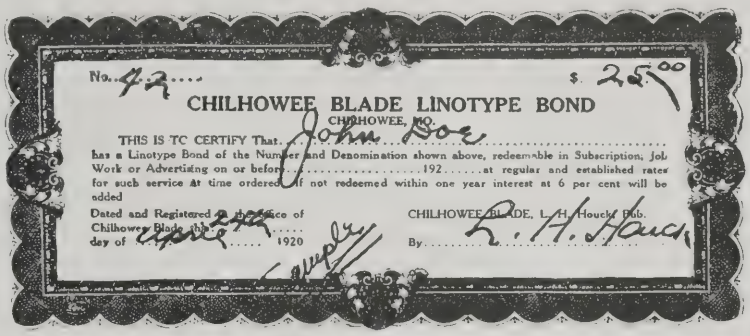
A Bond Issue To Buy A Linotype

Missouri Editor Overcomes Lack of Capital and Now Has Modern Equipment
A Story of Interest to the Small Town Printer and Publisher

By L. M. HOUCK, Editor, Chilhowee, Missouri, Blade

A FERTILE field and an "able editor" are not the only things that make a newspaper, in my opinion. Today there are hundreds of country newspapers in fertile fields and with truly able editors who are not making much headway financially nor in the favor of their subscribers.

Twenty times to one, the reason that they are not, is—lack of the proper mechanical equipment. The day has passed when a man with a shirt tail full of type and a hose for news can "blow into a town" and start a newspaper over night. The day of high-priced and modern labor-saving machinery has come to the country shop, and it is my opinion that the country shop without these things had better borrow money to get them now or lock the front door.


No. 42 $ 25.00

CHILHOWEE BLADE LINOTYPE BOND

CHILHOWEE, MO.

THIS IS TO CERTIFY That John Doe has a Linotype Bond of the Number and Denomination shown above, redeemable in Subscription, Job Work or Advertising on or before .....192.....at regular and established rates for such service at time ordered. If not redeemed within one year interest at 6 per cent will be added

Dated and Registered at the office of Chilhowee Blade this 24th day of April 1920

CHILHOWEE BLADE, L. M. Houck, Pub.

By L. M. Houck

Company

I purchased the Chilhowee *Blade* plant 17 months ago. The plant consisted of a country Campbell press, an 8 x 12 C. & P. jobber, a 4 h. p. gasoline engine, a good series of Cheltenham bold ad type from 48 point down. Geographically the field was a good one. Theoretically it was a good one. But according to the records of the business done for the previous two or three years it was—no good. People kicked about this and they kicked about that. They knocked the paper from daylight until dark and they do it yet, some.

Every person within the trading territory of Chilhowee and further knew that the *Blade* had been published with little change in mechanical equipment for the past fifteen years.

Not having the necessary finance with which to install a Linotype in order to put out a better paper, and at the same time take care of a good line of printing going out of town, consisting of catalogs, programs and the like on which a large amount of composition was necessary, I inaugurated a sale of Linotype bonds, in order to raise money to make the initial payment on the machine and freight and installation charges. A great many of the residents of the community ventured the advice that the place was too small for a machine and a great many more said I would not be able to finance the proposition.

I printed my bonds, which were payable by the *Blade* in advertising, job work and subscriptions when presented, and met with a great deal of discouragement. I went to the two banks and stated my proposition fully. I showed them the picture of the machine, showed them a Linotype slug and a line of hand set type and illustrated the saving in distribution. I called to their attention the variety of work that could be done on the machine and the benefit that it would have on the paper. The result was that the two banks bought $100 worth of Linotype bonds each. With this bank endorsement it was not a great deal of trouble to sell smaller bonds to every advertiser and $555.50 worth of bonds were sold and $510 was paid on the bonds in seven months.

The machine was installed and placed in running order. Those who bought bonds were named in an honor roll in the first issue of the *Blade* set with my modern typesetting machine. A large crowd watched the operations of the machine day after day for more than a week, and every visitor was given a slug with his or her name on it.

The bond issue, the machine and its work proved a novelty. The whole plan caused more interest to be taken in the paper. They became proud of the fact that their little country weekly was "set up" on the same kind of a machine that the large city dailies are set on. They talked about it and they subscribed—and the advertisers advertised.

Since then a Boston foot power stapler has been installed. The people were invited in to see that, and they were allowed to staple a couple of sheets of news together, and they were glad. A few days ago a little jobber became adorned with a pony ink fountain. We told 'em and they were glad.

A casting box and a mat service has been ordered for several months, and will, doubtless, arrive within a short time. The stereotype mystery will be cleared up to a great many people, and they will be glad. They will retain interest in the paper and what the paper is doing. Of course, it is my opinion that if a plant cannot be kept nearly up-to-date, the patrons of that paper lose interest and fear for the progressiveness of the paper, although personally they may never in their life have shown an iota of progressiveness.

Progressiveness is contagious. Orders for job printing have increased more than seventy-five per cent, and advertising has increased almost as much. The confidence of the public in whether or not we are able to do the work has increased and outside of a few chronic knockers and kickers, who are gradually being weaned over, they have "faith," and as the *Blade* progresses it is being beaten into them that their shop is up-to-date.

The population of Chilhowee, according to the last census, was 469. The *Blade* in its last sworn statement, made three months ago, had a circulation of 633. Not six thousand—just 633—but it's growing. At the end of the second year we will reach the 1,000 mark.

My seventeen months in Chilhowee have been busy ones, filled with many trials and tribulations, financial and otherwise, but I can see the sun rising on prosperity and can have the satisfaction of feeling that I have worked hard and have accomplished something—but greater than this I can feel that I have an equipment that the town and I can be proud of, and with which things can be accomplished. The time will come when every little country shop will be equipped with Linotypes and Miller feeders, with which almost all county-seat papers are already equipped. This will illustrate how modern equipment can be installed with little capital.

Building A Country Newspaper Circulation

Possibilities Not Limited by Size of Town; How One Missouri Daily Has Capitalized Its Small Town Location

By EDGAR WHITE

EVERY country newspaper man is ambitious to extend the area of his circulation and advertising patronage. He wants to put his business where he will need a perfecting press, a new Linotype and some other modern improvements that will make him feel like he is running a real newspaper. But his bump of caution, developed by years of experience, steps in:

"Better go slow. Blue Bells is but a small town; the merchants are conservative; you can only get so much advertising and printing and then you come to the stone wall; it's wiser to run a small office and make a little money, than to take a flyer and go broke."

But, let's see. Blue Bells is a town of say 5,000. It is the seat of government for a county of from 30,000 to 35,000 inhabitants. Besides Blue Bells there are ten or twelve other towns or villages, nearly every one of which has a small paper. There are no gold mines or oil wells in the county, but it has a lot of fine farming and grazing land, and the total of its agricultural wealth is nearly as much as though the county had gold mines or oil wells. Besides, the soil wealth is growing greater year by year, while a gold mine or an oil well would be getting closer to the bottom.

What's all that to do with your newspaper at Blue Bells?

Everything! It shows the capacity for expansion. The Blue Bells *News* being a daily, with market reports and telegraph news, it can sell in all the towns and townships of the county despite the fact that there are good local weeklies. It has a place of its own.

There are too many papers that stop with a circulation of 3,000 because that seems enough to crowd on the drum cylinder, the paper having to go through the press twice. A paper with a circulation of 3,000 is not covering a county of 30,000 like it should. Allowing for the exchanges and "single wraps" the circulation should be at least 10,000 in a county of that population. And with the capacity to print that many every day will come the demand. From the time the Macon (Mo.) *Daily Chronicle-Herald* put in its perfecting press the circulation has increased a great deal more than it has at any similar period in its eight-year history, and we haven't begun to put on steam in our subscription campaign.

While we are lining up with all the farming, stock growing and industrial organizations, we are receiving from those sources a large amount of new advertising in the way of stock sales, and special breeds of hogs, cattle and so on. There's a wonderful amount of farm advertising in any good growing county when the publisher gets his paper in shape to render effective service—gets it in the hands of the farmers. They'll know when you have the circulation—trust them.

Because of our farm and stock news, and the frequent advertisements by the producers, the local merchants have taken advantage of the evident extension of circulation area, and enlarged their advertising contracts, frequently tendering more than the six-page, seven columns to the page, edition can stand.

In most rural sections farm advertising is in its infancy. But with the steadily rising land values and the more general system of raising high grade stock, advertising of that character will increase fast. A man will do more intensive work on land worth from $200 to $300 an acre, than he will on a farm appraised at from $25 to $50 an acre. He feels that he must make everything count. The land is too valuable to use for scrub stock, or to leave the fields untilled. He will have grain and vegetables and stock and poultry yard products to sell, and will prefer to sell on personal application rather than take what he has to in the general market. Hence he will become a good advertising patron of the paper.

There is a good Missouri paper, in a well known stock county, that carries every week as much farm advertising as it does advertising for the local merchants. And this paper devotes a great deal of its first page to local farm and stock news.

I've noticed farmers don't show much interest in what they call "canned advice" from alleged college experts, but they do like to read reports of actual transactions in stock, farm improvements and about the meetings of their organizations. That's the human interest to them, and they become valuable friends of the paper that recognizes their accomplishments.

But while reaching further into the agricultural field it must be kept firmly in mind that the backbone of the increased circulation is a paper that covers the general news as well as stock and farm matters. The farmer, like everybody else, wants to shift his mind off the job while he is resting up. He wants to be entertained, to enjoy good reading. The editor answers that demand by a careful handling of his telegraph, keeping out the dreary routine stuff from official headquarters, and demanding "live-wire" matter from the news service, touching up his reporters on the personal element—in other words, makes every page breathe with human expression like an interesting talk between good friends.

The surest and swiftest circulation builder is the paper itself. By talking and mixing with the people of the county the editor can learn their viewpoint of life. It would pay him well to occasionally cover the territory he aspires to add to his circulation. He doesn't need to ask for subscribers. Just simply shake hands and talk with the people on subjects interesting them. A week or two devoted to such missionary effort would equip him with the knowledge of his constituency such as he never enjoyed before. That knowledge will enable him to produce a paper that will please them, and he will add their names to his subscription list.

We now print 3,500 papers daily. Our business manager has set his mark at 10,000 before the year ends, unless the paper mills charge more than we can get for the paper. But we are hopeful that conditions in the paper and material industries will adjust themselves, and then we're going after the big business.

Open Shop Movement Grows

There are now 1,300 cities in this country whose Chambers of Commerce have recommended the open shop, according to a statement made by President Barr of the National Founders' Association in the New York *Times*. President Barr asserts that the main meaning of the national election was the repudiation of union labor's demands, and says that "the usefulness of the union to the workers has passed."

In Which Buzz Quigley Sees the Light

His Friend Ebert Miller Proves the Wide-awake Make Capital Out of Misfortune

By BILLEK KYNN

EBERT MILLER, most prosperous printer of Myetown, was hard at work at his desk. It was long past quitting time, of a July evening. Fifteen minutes more of steady application should finish his task. He was the sole occupant of the office—his employes having left at the regular time.

The screen door swung to with a bang, and Miller whirled in his chair to find his friend—and business rival—Buzz Quigley. He was in his shirt-sleeves, his coat thrown across one arm, while with the other hand he vigorously fanned himself with his straw hat.

"Hell's delight, Ebe!" gasped Quigley, mopping his damp forehead. "Don't you know enough to quit after such a scorcher as this?"

"I've got fifteen minutes more work to do, Buzz, and if you'll take a chair and keep quiet that long, I'll get it finished. Let's see if you can do a little penance for once." With that, Miller plunged again into his work.

"There now, that's done!" exclaimed Miller, finally, beginning to put away his papers. "I wanted this out of the way before I left this evening, Buzz. We're mighty busy right now, and I'll have plenty to do tomorrow."

"That's what gets my nanny, Ebe! You're so busy you haven't time to spit, and here I am, just barely making a living. You always were a lucky stiff, Ebe."

"Lucky?" questioned Miller. "Why, man, this isn't a matter of luck. It's system—it's ability to create business."

"Create nothing!" scoffed Buzz. "You can't cram that kind of stuff into me."

"Nobody's trying to cram it into you, Buzz. But let me tell you this much. If you want to get into the busy class; if you want to build up a bank account, you've got to learn the modern methods of doing business.

"And it all rests with yourself. The ideas are all around you, and are peeking at you from the every-day occurrences in your life. You must sharpen your wits and your eyesight to be able to detect them. You must develop the powers that are lying dormant within you, get yourself up to your full efficiency, and make your brain work overtime. Even your misfortunes can be made to pay dividends, if looked at from the right angle."

"Aw, can that stuff!" protested Quigley. "That line of chatter makes me sick. I've read too much about that sort of thing. You can't pick up a paper, magazine, or anything printed but some follow's shouting that at you from the pages."

"Why, that's only natural, Buzz. When one finds a new plan, a new system that has benefited him, he is anxious to tell the rest of the world."

"That all sounds pretty well, Ebe, but it doesn't get anywhere with me. These guys that soar away up in the air, and loop the loop with the English language, tell you a lot, but they don't show you anything. That's the idea, Ebe, they don't show you anything. I'm from Missouri, where the ocular demonstration comes from."

"All right, Buzz," agreed Miller, jumping up. "You come with me, and I'll show you something you won't fail to understand."

Out to the pressroom they went, where pile upon pile of various colored cards—in different stages of printing—were to be seen. Quigley noted that they were all about 5x8 inches in size, and that the names of different garage men and auto dealers appeared upon the various piles.

"You wanted to be shown, Buzz," began Miller. "Now here you are. All the work you see here is the result of a little bad luck that happened to me recently.

"I was taking the family for a little drive in my touring car. I'll bet we hadn't got three miles out of town, when the universal-joint let go and the end of the driving-shaft dug into the pike. I was mighty glad to get the car stopped without anybody being hurt.

"I saw that I couldn't do anything, so I phoned for a garage man. When he came out, he looked things over and then said he'd have to tow us in, as the universal-joint had gone to pieces and a new one was necessary.

"'Why,' I said. 'You don't mean to tell me that that joint has worn out already? This is practically a new car.'

"'Don't make no difference,' he said. 'These things happen right along. The universal-joint throws out more grease than she uses, and when she goes dry, she goes bang—quick. You gotta have a system for greasin' the different parts of your car. If you do that, and stick to it, you won't have no trouble.'

"Well, Buzz, I had plenty of provocation to get mad and swear at that car; but I didn't. I just did some real thinking as we were being towed home, and by the time we reached the garage I had worked out a plan.

"Now you can see how simple it is, Buzz," he went on, taking one of the cards from a pile. "This card is about 5x8 inches—some are smaller, some folded. There is a space on top for the advertisement of the garage man, or automobile dealer. It is ruled both vertically and horizontally, and across the top—just below the ad—is printed the date, speedometer reading, and names of the important parts to be oiled or greased. When any part is greased, write the date, the figures on the speedometer, and, opposite, place an (X) under the part attended to.

"Not much to it, Buzz, but it's paid for that universal-joint many times over—and auto dealers are still sending in orders for it. The main thing, however, is to prove to you the necessity of developing your talents, so that when trouble comes your way, you can beat it and make it pay for the beating. Do you get the idea?"

"Do I get it? I'll say I do! I get you all right, Ebe. I'll tell the world you got some system!"

And He Did

"That sounds pretty well, Ebe, but it doesn't get anywhere with me. These guys that soar away up in the air, and loop the loop with the English language, tell you a lot; but they don't show you anything. That's the idea, Ebe, they don't show you anything. I'm from Missouri, where the ocular demonstration comes from."

"All right, Buzz," agreed Miller, jumping up. "You come with me and I'll show you something you won't fail to understand."

AND HE DID!

Does Billboard Advertising Pay?

Investigation of Eight Chicago Plants Making Use of Out-Door Advertising Shows It Does---In the Long Run

By J. N. CLIFFORD

DOES it pay? Are the returns in keeping with the cost? In what way will it benefit my business? These are a few of the questions commonly asked by master printers when considering the advisability of using billboard or poster advertising.

To discover the answer to these questions BEN FRANKLIN MONTHLY made an investigation among those Chicago firms using this form of advertising. It found that there are eight Chicago printers, typesetters and engravers using what can be termed as true billboards. Those using wall signs are not included in this report. These companies are: Kenfield-Leach Company, 610 Federal street, with five "plants," as outdoor advertising men call billboards; James T. Igoe Company, 117 West Harrison street, with ten; The Franklin Company, 720 South Dearborn street, with one; Foley & Company, 2835 Sheffield avenue, with five; Central Typesetting & Electrotyping Company, 468 West Superior street, with four; Landfield-Kupfer Printing Company, 727 South Dearborn street, with one; Cahill Printing Company, 210 South Desplaines street, two; Premier Engraving Company, 605 South Clark street, four.

None of these firms has used such advertising for more than four years and the last to try it started last July. The boards are located in various portions of the city, principally on the boulevards and on the main arteries of rail traffic such as the elevated railway and street car lines. Michigan boulevard, both south and north, is a favorite place for such advertising, and the majority of "plants" used by printers are on this street. The hundreds of thousands of people who pass daily are the reason for this, and since practically all these travel by their own automobiles it is fair to assume that the majority are in a financial position to buy printing, because of the place they hold in the Chicago business life.

The same holds true of the other sections of the city where posters are most popular. However, these positions are not considered as valuable as evidenced by the lower rates charged for space.

The cost of maintaining a plant is determined by location and size and varies from fifteen dollars to six hundred dollars a month for each board. The more expensive boards are, of course, those along Michigan boulevard. Another factor determining cost is illumination. Reports from those using billboards in the printing trade show the majority illuminate their boards from dusk until midnight. This expense is included in the original estimate of cost whose maximum is around six hundred dollars a month. This also includes repainting every four months, designs to be submitted by the posting company controlling the billboard.

Opinions vary as to whether such advertising pays. Four of the eight firms questioned declare it does and four declare it does not. It is interesting to note that those firms which have used the service the shortest time and have the fewest number of posters are the ones least satisfied. Direct returns are of no value. All agree on this. General publicity, which enables a salesman to enter the office of a buyer with his firm already well known, is the greatest good to be derived. Not that direct returns are not noticeable, but they are so few that they do not in any measure pay for the cost of the boards.

The head of one of the firms making extensive use of this form of publicity states: "Poster advertising is invaluable in fixing in the minds of our customers that ours is a reputable firm; a firm well worth dealing with. They know that we are progressive and they like to do business with such a firm. This is more noticeable of course among our customers than among those with whom we do not often come in contact, but we consider billboard advertising of great value. We intend increasing the amount we spend on it this next year."

From another source comes the following statement: "We spend as much on poster advertising each year as we would for the salary of another salesman. We believe it stabilizes the reputation of a firm and our salesmen find that whereas before we started our campaign they would send in their card and receive the comment '—— —— Company? Who the hell are they?' the printing buyer usually greets them with 'Oh, yes, I know your firm. See their ad every morning coming down the boulevard.' "

This same firm declares that in the four years it has used posters it can attribute a one hundred per cent increase in sales to its poster advertising. The effect of such advertising is well illustrated by one instance where a customer told a salesman for this firm: "I saw your billboard in Racine." The company has no such advertising in Racine but that makes no difference. The customer had seen the board, forgotten the location, but remembered the company, which is the purpose of all advertising. The president of this company says a great many billboards are not necessary. "Just enough to keep your name before the public," is his formula.

Another firm that has found poster advertising of value renewed its contract for four years at greatly increased rates within the last year. Its experiment of one year had proved satisfactory. This company also declares direct results almost impossible to trace, but the value of being ranked as progressive has proved such that it is willing to spend even more money on billboards. Another source of valuable advertising used by this company is its automobile trucks, all of which are kept well painted with the name of the company emblazoned on the sides in no faltering manner. The fact that these trucks go all over the city makes them animated billboards and has aided greatly in increasing the prestige of the company.

Among those who believe such advertising does not pay, the consensus is that the cost is too high for the returns. The same amount of money placed in direct or display advertising would bring direct results not obtained now. Two firms have declared their intention not to renew their contracts on expiration. The other two are willing to experiment still further. Those firms which have only recently started campaigns have to contest the poster advertising of firms which have become familiar to pedestrians, motorists, and public conveyance

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Posters of Four Chicago Printing Plants

On the Other Side of the Desk

The Buyer's View of What He Expects of the Printer

By IRVINE M. LEVY

THE printer often finds himself in a position where a knowledge of the buyer's expectations and wants would enable him to render more efficient service. It would also aid him in gaining the buyer's confidence and—business. With this thought in mind, I interviewed a number of large and also some once-in-a-while buyers of printing with the idea of finding out just what they desire in the ideal printer. From this a composite of their opinions has been made. The opinions of these men necessarily vary, but in the main their expectations are parallel. Should the statements of all these men be combined into one it would run something like the following:

"What does the printing buyer expect of the printer? First, a good job. That's a mighty general statement and could mean almost anything. The one thing it does mean, however, is a job that proves to be just what the buyer wants. The customer may scrap over the price, he may hem and haw over the cost, he may say 'just slap it through,' but when the job is finished he forgets everything but the quality of the printing he has bought. I expect to pay a price that will bring me a good job and then I want my money's worth.

"When I buy printing I buy it because of its value to me. When a printer produces such a job it's a ten to one shot my next order goes to the same firm."

The general opinion is that the price printer also serves, because there are certain classes of work which he can handle, but in the production of high-grade work the price printer is out of the running. His price is cheap and it is expected that his work will reflect his price.

Accuracy also counts for a great deal with the purchaser. This is especially so when the copy contains technical terms. As the buyer expresses it: "We know the printer has proofreaders, but all too often they neglect the details and catch only the obvious errors. Only a short while ago my trademark was set on its side. I was so sure the printer's proofreader would be careful of this one matter at least that I did not notice it until it appeared in the finished job. While the buyer O. K.'s the proofs, he doesn't want to watch every detail, but expects his printer to do it for him. That's what a part of his money goes for."

Promises also seem to enter in no small degree into the buyer's respect for his printer, as evidenced by the following composite opinion: "If a printer makes a promise he should stick by it. That means he should be careful of the agreements he makes. If the buyer tries to exact an unreasonable promise from the printer, it's up to the latter to have backbone enough to give his word for only that which he can fulfill. If the buyer wants a three-day delivery and the printer knows the job will take a week, he should be frank enough to say so. The buyer will appreciate it later, if not at that exact moment. To take a job under such circumstances only means a lot of grief and a slim chance for future business. If a printer tells me that he cannot make the delivery asked for I try to change my plans to meet the situation. If he doesn't tell me I lose money, often a great deal, because my other plans are disrupted. See the point? Along the same line, I might mention that nothing makes me angrier than to telephone for proofs and have the printer tell me they're on the way, when I have to call two or three times before they finally come through.

"When a customer goes to a printer with a very definite idea of what he wants, there's nothing makes him more dissatisfied than to have his copy pawed over and criticized, his lay-out changed, his whole idea of the job cut up and shifted until there is little left to remind him of what he first wanted. If a man knows what he wants, why let him have it! Don't argue and make him feel he must sell you instead of you sell him. Sometimes the buyer has to spend so much time and energy in answering the criticisms of the printer that he is little inclined to go ahead with the job. Of course, if the buyer, because of lack of knowledge of the technique of printing, wants the impossible and must be informed that he is in error, it is up to the printer to use discretion and salesmanship in explaining what changes must be made, but always adhere to the original plan as much as possible. Of course, you understand, I'm not speaking of cases where the buyer is entirely ignorant of printing. I have in mind those buyers of printing who are well able to make their own plans and who are often subjected to the trying ordeal of having their ideas opposed and an entirely new plan of printing the job submitted. Then a debate is started. The buyer and not the printer must use the completed job; he is paying for it, so let him have what he wants. If a man needs and wants advice, by all means give it to him, but it's a mighty safe policy to make sure he wants it as well as needs it.

"This warning does not preclude the 'Service Printer' who renders copy aid as well as the service of printing. There is a very definite need for such printers. But in giving copy aid and advice it will be found that these services apply only to small business concerns who cannot afford to keep in their employ a man trained to do such work. When the printer attempts to urge such service on a concern with its own advertising department, he hits a snag—often disastrous to him.

"What every buyer appreciates is individual attention. The old-fashioned printer who sits down with his customer and goes over his copy carefully in order to gain a thorough understanding of what is expected of him, makes customers which he cannot lose. Of course such service from the head of a modern printing plant is almost impossible, but his salesmen are in a position to render such service and those who do it are those who are successful. A salesman should be more than an order taker. The customer expects him to act as his representative from the moment the salesman receives the copy until the printer delivers the job. Those of this type are the really worth while ones from the standpoint of the customer and the firm he represents. It is just such kind of service that develops confidence in a printing firm and when such confidence is established; when the customer can give a general outline of what he wants with the assurance that the printer will work out the details as he knows the customer wishes them, the profit to the printer and the saving to the customer through time and worry will be such that both will gain.

"The customer also appreciates the saving of cost by the printer. Every job is an individual manufacturing

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New York Starts Drive for Apprentices

Employing Printers Plan to Take Advantage of Excellent Facilities Offered by Board of Education

By W. VAN ORSDELL, Special Representative Ben Franklin Monthly

IF PLANS of the Association of Employing Printers of New York City materialize, the once well known printer's devil will take a back seat with the hundreds of other back numbers, including the tramp printer. These plans which for several years have been under way are to be enlarged some time in the near future through the means of a huge publicity and possibly an advertising campaign for the purpose of attracting the right sort of young men into the printing industry.

All the machinery of the plan was worked out several years ago and the New York Board of Education readily agreed to help the Association of Employing Printers, and classes were started in several of the vocational schools of the city.

Now the association finds that it is next to impossible to attract young men into the printing game, when there are so many trades to be mastered in these schools. For this reason the association has decided to launch a determined campaign of propaganda to prove to the youths and to the fathers of boys that the printing industry is on a much higher level than ever before, and that there is as much opportunity in it as in any other industry.

Attractive booklets are to be circulated, an expert writer is to be engaged to see that the subject is brought before the attention of fathers and sons, feature articles are to appear in the daily and Sunday newspapers of the Metropolitan district and posters are to be placed in every section of the city. All this is to be done some time in the near future if the full support of the association can be gained according to Paul Overhage, of Paul Overhage, Inc., printers at 229 West Twenty-eighth street. Mr. Overhage is also chairman of the apprentice committee of the open shop group of the Association of Employing Printers of New York and in an interview with a representative of BEN FRANKLIN MONTHLY he outlined just what has been done, and gave his hopes as to what might be accomplished in the future.

He started by saying that if the association, with the co-operation of the school board, could attract a sufficient number of young men into the industry that the employing printers would have nothing to worry about as far as obtaining workers was concerned, but he added that of late years the boys had not been coming into the industry as they should.

The New York Association of Employing Printers acts in an advisory capacity with the New York Board of Education in the operation of the classes in printing. All the expenses of operating the classes are paid by the Board of Education, and the employing printers endeavor to keep the enrollment of the classes at capacity. They visit the schools at regular intervals, giving advice to teachers and students and show in many other ways just how much they are interested in the movement.

Students are brought into the vocational schools after they have taken the manual training course, and they are allowed to select whatever vocation they desire. According to Mr. Overhage, there has never been any propaganda in favor of the printing industry, and the fact that other industries have placed alluring possibilities before students has caused the majority of potential printing apprentices to shun the printing industry.

The printing classes in the vocational schools are for two years. The vocational school takes the place of high school for those students who desire to learn a trade. One of the stipulations is that they must attend five days a week for eleven months each year. When they have completed this two-year course they are graduated as advanced apprentices. The employing printers see to it that they obtain employment in some shop soon after they finish the course. After about two years actual shop practice they become finished journeymen printers.

In these vocational classes the young men are taught composition, presswork and binding. In the composition classes both Linotype and Monotype machines are used. Hand composition is also taught thoroughly.

In the pressroom classes the students learn much about both job and cylinder presses, while in the binding classes they are given sufficient training to show them just how it is done in the big shops.

Three vocational schools are now maintained by the New York Board of Education in the Metropolitan district and in all three of them are to be found printing classes. Mr. Overhage stated that these classes could take care of about 150 students each at capacity, but admitted that the number during the past year has been considerably below this figure.

These classes are maintained at the following schools:

Harlem School, 138th street and Fifth Avenue, Dr. Charles J. Pickett, superintendent.

Murray Hill School, 237 East 37th street, Dr. Charles Harper, superintendent.

Cary School, Brooklyn.

Evening trade schools are also operated by the Board of Education, where composition and presswork are taught apprentices. These classes are conducted in the following schools:

Murray Hill, Stuyvesant, Seward Park, Brooklyn Tech, Bushwick, Harlem, E. S. 95, Mann, 42, Bronx, No. 5 and No. 64 of Brooklyn.

"There is sufficient equipment in the New York schools to take care of the needs of all employing printers in this territory, " said Mr. Overhage. "The Board of Education is doing everything it can, and I know that the gentlemen on this board are just as anxious to increase and better the facilities as we are to have them bettered, but it is up to us as an association to see that more boys are attracted to the printing industry than the number which have voluntarily entered it during the past several years.

"We intend to show the fathers of New York City that the printing industry is just a little better than many others, and that there is just as much opportunity for their boys in this industry as in others. It is for this reason that we are planning the campaign of good propaganda to attract the young men.

"While they are taking their course in manual training they are lured into many other industries by propaganda and it is only natural that when they graduate and get ready to go into high school or vocational work that they prefer to go into the industry whose great advantages have been drummed into their heads throughout the course of the manual training.

"We are confident that once we get the young men into the industry that we can hold them by proving to them

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Motive Power for Your Presses---Ideas

Make a Constructive Suggestion to Your Prospect and See How Quickly He Signs the Dotted Line

By WALTER ENGARD

INCREASING sales in the job printing establishment or department is like increasing sales in any line of business. Business today is a sort of warfare that calls for alertness, initiative and push. No one gets very far these days unless he is right on his toes, going after business with "pep." To promote business in any line effectively and successfully calls for preparation—preparation that will enable one to meet successfully any and every situation.

It is fair to assume that every wide-awake manager of a job printing establishment is anxious to make his business show a substantial increase during 1921 over that done during 1920, and that he is wide awake to every idea and suggestion coming his way that he may apply to his business and help him to boost his sales over the top. Some new plan or suggestion may prove just the thing that will put stilts under his business and boost it higher during 1921.

Service is the one *big* element in any successful business, and this applies with equal force to the job printing business. This is an age of service, and at no time in the past has that old adage, "He who serves best profits most," contained more truth than during the present.

Service and preparation go hand in hand. He who is the best prepared will be in a position to serve best and therefore profit most.

Service in the job printing department should not only mean getting out the work on schedule time and getting it out in a neat and attractive manner, but it should also comprise service in the way of helping patrons in selecting job work and in suggesting to them some effective methods in your line for boosting their sales. In helping patrons boost their sales you will boost your own. Oftentimes a patron comes in without any concrete idea as to what he wants—he wants something that will put a little pep into his sales but he hasn't any definite thing worked out and he has dropped in to get some new idea or suggestion that will help him out of his difficulties. Here is where the job printer who has given thought and careful preparation to the service he may render his patrons is going to shine, for he will have right at his finger tips the very thing—the very suggestion—his patron is looking for, and he not only helps his patron out of a difficulty but he has boosted his own business, making a sale oftentimes running into a great many dollars, at the same time making a booster for his business out of the man whom he has so served Service of this kind is a mighty builder of good will and is the best advertising the job printing establishment can possibly have.

True, the average job printer has on hand a great quantity of samples that have been gotten out some time in the past for other customers which he may show the patron who comes in for some idea or suggestion to use in his advertising campaign. But this is not the sort of service I am driving at. This patron wants something new—something out of the ordinary, not some idea or plan used by another. He wants something original and something with which the public is not familiar. At least he wants something that has not been used before in his locality.

In order to give this kind of service the manager of the job printing department should prepare himself for just such an emergency. He should provide himself with suitable equipment in order that he may have a systematic method for keeping new ideas and suggestions on tap. This may be had through the use of a filing cabinet equipped with either shallow storage drawers, 12⅛ inches wide and 25 inches deep, or smaller storage drawers, 3¼ inches high, 4⅜ inches wide and 13⅜ inches deep, depending upon the amount of samples to file. The cabinet may be equipped with as many of these storage drawers as are needed. More can be added at any time they are needed. Each drawer should be equipped with a brass label holder and pull. A small card may be inserted in the holder designating the kind of samples filed in it. The samples should be filed with some sort of system, that is, one drawer devoted to samples of work designed for some particular line, as those suitable for the insurance man, others suitable for the grocer, the hardware merchant, the real estate man, etc.

Whenever some good idea is found, it should be worked out and filed in its proper place in this cabinet, and then when a patron comes along looking for some new idea, all the job printer need do is to consult his idea drawer for the particular line of business his customer is engaged in. By having something definite he can work out something to fit the customer's needs.

But this idea may be used still further with profit. Business men are constantly worrying themselves into a state of fare-thee-well over ways and means of diverting a few more elusive jitneys into their till, and are always open to any new idea or suggestion that will enable them to inveigle the customer into exchanging some of his honest-to-goodness United States money for the things they have to sell. In view of this fact, the wide-awake printer can increase his business very materially by keeping an eye open for all the new ideas and suggestions coming his way and springing them upon the business man engaged in the line best adapted to the particular idea or plan. The printer would do well to have his name upon the subscription list of a good many trade journals covering the various lines of business. When these journals come to his desk he should take time to go through them carefully with a pair of scissors in hand and clip any idea or suggestion that may prove of value to him in selling his services. These trade journals often carry some advertising idea that has been used successfully by

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In a Personal Letter Mr. Engard Writes:

"For several years prior to entering the printing business, I was advertising and sales manager for the H—— Grocery Company. During my services with this company I was continually looking for something new in the way of advertising. Any printer who came forth with any ideas or suggestions I could use received our printing."

Typography Goes *Backward* to Glory

Recent Revival Proves Beauty and Utility of Ancient Type Faces

By E. G. MEYERS
Manager Typesetting Department, Trade Press Publishing Co., Milwaukee

FEW of us, in the onward rush to fame and fortune, are given to thinking how completely our successes are tempered by what has gone before. How many times does the successful artist of today ponder over the fact that the things he is accomplishing are the result, in a measure, of the labors of predecessors? Few, I dare say, yet it is true that there is nothing new in typography just as there is nothing new in any art, the foundation for which was not laid centuries ago.

Within the last few years there has been an interesting revival of the old style of book printing. This owes its origin to Mr. Whittingham of the Chiswick Press, London, who in 1843 was desirous of printing, in appropriate type, a work of fiction, the style of which was supposed to be of the reign of Charles II.

As the original "old face" matrices of the first Caslon had been preserved, a font was cast from them, and on getting a proof with good ink, on good paper, the impression was found to be far superior to specimens printed from the original font.

The old type faces are the most pleasing to the eye. It is axiomatic of the human makeup that what pleases the eye is more readily retained by the mind. Some of our modern type designers, in evolving their faces, have not taken the reader into account. They have merely gratified a personal whim. So, from the time of Ben Franklin until about five years ago, lasting creations in typography were absent. There was nothing to please in their work and consequently nothing to absorb. Students of typography, therefore, sensing the importance of their calling, found they had to go back to the old masters for real art.

Thirty or more years ago an eminent French printer made a number of experiments to determine what it is that constitutes legibility in type. He found that people read with less fatigue according as the letters—(a) are rounder, (b) are more equal in thickness, (c) have shorter upstrokes, (d) are dissimilar to each other and (e) are well proportioned to their own body.

Of course, comparing the old faces with those of our modern designers, we find the types of the latter are more regular in size, lining and color. They have finer strokes and serifs, and produce in the page a more regular and sparkling general effect. Legibility, too, in the new adaptation of the original, has been materially improved. But the inspiration for the modern typographer's work has been supplied by predecessors who were hampered by their crude methods. In the final analysis, our good type faces of today are re-creations of those of old masters.

On the whole, the revival of old style printing has been beneficial; it has encouraged printers to study the more artistic attributes of the production of the great printers of the past, and has educated the public taste by presenting them with examples of the best kind of book-making as well as printing of a high order.

For over a decade there have been no new designs in type faces that do not owe their origin to some one of the faces evolved years before. True, there have been betterments and refinements, yet the characteristics of the original styles are surely not the antitheses of the works of our fathers, but the verisimilitudes. Characterisms befitting the whims of the designer have been worked into the rehabilitated designs. The mannerisms of the letters they have evolved, however, are not vastly different from the designs, inscriptions, epitaphs and the like from which they secured their ideas.

Therefore, students of typography, who desire to incorporate the best of what is real art in combining type faces, borders and ornaments, will do well to study the work of the old masters. Nor should this be confined to the founders of type alone, or to designers and punch cutters. From earliest Egyptian epochs, through the dynasties of one empire and monarch after another, changing periods brought a change in art. Each has much that is good. All should receive consideration and close scrutiny.

Typothetae Convention at Toronto This Year

The 1921 Convention of the United Typothetae of America will be held at Toronto on October 17, 18, 19 and 20, as a result of the decision of the Executive Council at its January meeting. Four days have been allotted to the meeting this year so that the first day may be spent in registration and kindred matters. Thus, a large amount of the congestion which was experienced at St. Louis last summer will be avoided.

Douglas Murray, vice-president from Canada, and J. O. Acton, executive committeeman from the sixteenth district, were the guests of the council and told, in a brief survey, of the facilities and advantages which Toronto offers as a convention city.

How Not to Buy Printing

WHEN Aristotle opened his course in business correspondence in front of the Forum in ancient Greece, it's a ten to one shot he told the aspiring youths who sat at his feet that it wasn't necessary to make a business letter sound like a Congressional Record (or whatever was equally as dry in those days). While his teachings haven't been followed as they should be, once in a while we realize his efforts were not entirely in vain. Perhaps once in a blue moon we find a sales manager like W. P. Chadwick, of the Express Printing Company, Connersville, Indiana, or C. H. Mitchell, of Crane & Company, Topeka, Kansas, both of whom believe the customer likes his laugh just as well as the next fellow. What follows is an extract from a recent letter of Mr. Chadwick's, and 'tis said, it got what it went out after—business:

" * * * Be sure to tell the printer he's crazy and doesn't know what he's talking about, talk to him like you knew his business, and all the years he had spent in the printing profession were wasted; get a type founders' specimen book, pick your face of type, insist on it, don't leave a thing to the printer's judgment. What's he know about printing, anyhow?—a mighty good way *not* to buy printing."

For The Service Printer

A department devoted to the interests of the progressive printer who is interested in so-called "Service Printing."

Pat Kay

Inquiries are held confidential and comments on the department will be welcomed.

Shall the "Service" Printer Print Ordinary "Forms"?

Theory would answer "No."

On first thought, it hardly seems practical that the Service printer could or would print ordinary forms, such as order blanks, stock reports, credit records, etc., as cheaply as less capable and less ambitious printers. On large runs, competition is found in the form of large shops specializing in this class of work—firms who are skilled in the manipulation of forms and who, because of this experience, know how to group them for combination runs and many other things which make for economical production. The loose leaf houses show strongly. When neither of these two classes relieve you of the possible order, some ornery cuss takes the job on a price basis. His work may be rotten and your prospect may know it but he thinks it sufficient for the purpose—possibly it is.

> Almost anyone can catch' em when the fishin' is good. It takes a real fisherman to land 'em on the off-day. Most of us get discouraged when called upon for real fishin'.

All this is fitting and proper. Let the loose-leaf house take the loose leaf job and the specialty house take the huge runs of order blanks and bills of lading. They are fitted for such jobs. This is an age of specialization and they, like yourself, are *specialists.*

So Much for Theory, Now for Actual Practice

Most printers have been doing all sorts of printing in runs of five hundred and up. Ideal as it may seem, we cannot now, if ever, throw out all but the strictly "service" jobs. We may devote our greatest effort toward Service Printing, but being neither geniuses nor capitalists, we shall take and even solicit such other work as we can, until the world recognizes our marvelous ability and lays its creative printing problems before us for aid.

Agreed that we are willing (darn willing!) to print forms of various sorts, let us accord them intelligent treatment. Let us improve them and make our service on them so efficient that business men will give us orders for them even at better prices than those which may be made by our less worthy brethren.

Applied Intelligence in Form Printing

If the average business house were to assemble all of its prinetd forms together it would discover an amazing variety of sizes, a dazzling array of colors, selected in many cases without meaning or purpose, every weight from onion skin to bristol, grades of paper varying from express manila up to rag ledger and typographical variety ranging from civil war faces up to the latest vagary of our well intentioned type foundries.

Why all these differences? Are they economical—do they minimize purchasing detail—do they add to the efficiency of forms? No! They make for increased cost to both printer and consumer by forcing the former to make numerous small purchases. They increase the buyer's purchasing detail—they make a mess of what might be an efficient group of forms!

First

Explain to the client the advantages of basing all forms (except those on bristols and cardboards) on units of 8½x11 and 6x9. Hold to the 8½x11 basis where possible. This unit in even divisions and multiples affords the following simple range:

4¼ x 5½
5½ x 8½
8½ x 11

The 6x9 unit range gives:

4½ x 6
6 x 9
9 x 12

Despite assertions to the contrary, *most* of the forms of even a huge corporation may be held to these six units. Such procedure permits of grouping forms of the same size. For example, a run of 2,000 forms, 8½x 11, could be grouped with a run of 4,000 forms, 5½x8½, and the entire order be disposed of with a 2,000 run on a sheet 17x11—a size which fits the large Gordon.

The same applies to the units of 4½x6, 6x9 and 9x12, combinations of which work into the large 12x18 Gordon or Kelly press sheet. Larger multiples of both units result in 17x22, 19x24, 22x34 and 24x38 sheets—all standard and immediately available sizes. Working on these units requires only two sizes of paper—double folio (22x34) and double royal (24x38) or their single sizes, folio and royal.

Substance No. 16 will cover the requirements of *most* forms. Substance Nos. 20 and 24 are frequently used where No. 16 would suffice.

Two grades of stock, an all sulphite and a medium rag, together with one weight of manila and one light weight (onion skin or tissue weight bond) will complete routine requirements as to grades.

If colors are used, let them indicate something.

White for routine forms.

Tints for departmental differentiations.

All filing copies, whether duplicate of invoice, carbon copies of letters, orders, requisitions, etc., on *yellow* manila. Thus yellow becomes the identifying color of the file copy—whether it be filed in a drawer file or binder.

It is true that quite a few variations from the standard sizes, weights, grades and colors must come up. Some are necessary—many are mere whims of employes. The selection of a certain paper, the size of a form, is frequently the specimen of some department head. "Mr. So-and-So wants this sheet this size, etc. No use fussing with him. He knows what he wants and what he needs." This statement, with variations, is too frequently encountered. With all due respect to department heads and admitting the sometimes unintelligent purchases of a busy and harassed buyer, the yielding to individual re-

quests increase general *expense* with no increase in general efficiency. Emphatic as individual arguments are, they frequently vanish before the logic of a well founded plan for uniform specifications.

Pick up the average form. Printed in black type and filled in with pen, pencil or typewritten, the *type* still remains the dominant feature. The *reverse* should be so.

On a blank reading name, address, city, etc., the information is contained in what is placed after the words mentioned. The shipping clerk in perusing (I think most of them just *glance* at it) a shipping ticket uses the printing merely as a guide to the information which has been written in longhand or by machine. To find this he must first see the type that precedes it. Of course, the type must be there as a guide, but why make it the dominant feature?

A number of firms are finding a simple solution of this in the use of GREY ink. Grey ink is quite legible, more so than a glossy black under artificial light, and handwriting in ordinary writing fluid or pencil or typing, or carbon copies of either, are more legible by contrast. Try it on a few forms.

Some time in the dim past, a good-intentioned printer started the use of Copperplate and other Gothic faces for forms. They are still with us—improved in design but faulty in their function. Their inherent neatness in general appearance holds the approval of accounting departments with their well developed affection for neatness. Their wearing qualities attract the impoverished printer who must use his type indefinitely. The fact that they are usually made up of capitals (upper case letters) and consequently are free from ascenders and descenders, permits of their being fitted into column heads and ruled and spaced with minimum effort.

But their "all-cap" feature is their fault. All cap lines are not the easiest to read. Would you set a book in all caps? Could you easily read a newspaper set in all caps? No! If not, why set heads and other informative matter in all caps?

Capitals and lower-case in combination make for easy reading. Skilled typographers use a minimum of all caps in their work, reserving them for formal title pages and similar places. Lower-case letters are invading even those sacred cloisters.

> The energy now expended in our insistence on how rotten is business, would go better if used toward improving products, studying conditions, planning ahead and building for the sales of tomorrow.

Try to develop a definite and uniform typographical style, simple, unaffected and free from any attempts at ornament, for all of a customer's forms. It creates a definite and distinguishable character. Character in routine forms may seem trivial but when it does not increase cost, it is worth while.

Another Economy

Such forms as invoices, statements, credit memos, purchase orders, notices of shipment, etc., should be designed for mailing *window* envelopes.

While window envelopes cost more than the ordinary kind, they eliminate

1. Addressing cost.
2. Errors in addressing.
3. Danger of matter for one firm being mailed in the envelope addressed to another.

There are other reasons for the use of the window envelope—I don't recall them, but any envelope house can recite them offhand.

* * * *

Ruled and printed forms are sometimes possible to replace with forms printed from wax plate electros—at a saving.

* * * *

Intelligent srevice on forms will develop business on this grade of work that you would lose under routine conditions. It likewise will encourage confidence in you and bring other work.

Worth While Reading in Current Publications

A department designed to keep the printer in touch with the advertising and selling world

The Surprising Stokes. By Louis V. Eytinge. *Mailbag*, v. 4, No. 9, p. 274.

New Collection Methods. By E. H. Gardner. Ronald Press, 467 p.

The Appeal of Color in Advertising. *Printers' Ink*, v. 113, No. 13, p. 93.

Profit-Sharing Plans for Salesmen and Sales Managers. Dartnell Corporation, 1801 Leland avenue, Chicago, 5,000 words, $1.50.

The Strategy of Using Uncle Sam as a Sample Distributor. By Robert Ramsay, American Writing Paper Company. *Mailbag*, v. 4, No. 9, p. 291.

Won't More Facts Settle the Buyers' Strike. By Ray Giles. *Printers' Ink*, v. 114, No. 2, p. 25.

Advertising's Aid to Readjustment. By J. C. McQuiston, retiring president Association National Advertisers. *Advertising & Selling*, v. 30, No. 25, p. 10.

A Pointer in the Use of Labels. By Walden Fawcett. *Sales Management*, v. 3, No. 3, p. 155.

The Basic Factors That Control Price Movement. By John C. Howell. *Purchasing Agent*, v. 9, No. 12, p. 71.

Analysis of Sales Cost Practices by Lines of Business. Dartnell Report R-62, Dartnell Corporation, Chicago, 6,500 words.

The Trade Mark Act of 1920. By L. W. Mida, of Mida's Trade Mark Bureau, Chicago. *Poster*, v. 12, No. 2, p. 11.

Franklin-Typothetae to Move

THE entire fifth floor of the Morton building, located on South Dearborn street, between Harrison and Van Buren, has been engaged by the Franklin-Typothetae of Chicago. The association will move from its present quarters in the Monadnock Block before May 1, when its lease expires.

The new location will provide double the floor space the association now has. In addition to offices for all departments and department heads there will be a large assembly hall where the educational classes will be held.

WHAT THE HOUSE ORGANS ARE PLAYING

Beware of the One-Cent Stamp

A GLANCE into the waste paper baskets in the postoffice lobby might give many a direct advertiser an unpleasant shock. It might also sound the death knell of one-cent postage as far as he is concerned.

After watching three local merchants and two manufacturers glance through their mail the other morning and consign to the waste basket all the matter bearing the little green stamp, without even so much as taking the trouble to open it, the writer came to the conclusion that, under certain circumstances, the one-cent stamp doesn't pay its way.

Direct advertising sent to the housewife will be opened, except in rare cases, regardless of the postage on the envelope. This is true also of matter going to men on the farm. But safety first demands a two-cent stamp on the mail going to the store, office and factory. Many business men, especially those who themselves make use of direct advertising, open every piece of mail, in a search of ideas for their own publicity. But actual investigation shows that these are in the minority, and it is a point well worth remembering. It is poor business to purchase attractive and expensive direct advertising and then donate it to the postoffice (or any other office) paper bailer, without its having first accomplished its purpose.—*Press Proof, Meyer Press, Appleton, Wis.*

This Applies to Printing Buyers

WHEN the hardware dealer put in soap and safety razors, the druggist retaliated by stocking seeds and garden tools. The makers of a phonograph found the hardware merchant a profitable sales outlet when they discovered music stores overstocked on other makes. Try to think of all the trade classes that now are prospects for soda fountains.

Conditions in almost every line are altering so rapidly that new prospects spring up over night. Few sales managers of even the most cut and dried propositions can afford to ignore the remarkable shifting of merchandise boundary lines. Prospect lists should be carefully considered—special trade classes, heretofore passed up at a glance, closely analyzed, to determine whether possible markets are being overlooked that could be cultivated at comparatively small cost.—*Color Types, Welch-Haffner Printing Co., Denver.*

You Might Make the Same Suggestion to Your Customers

IT LOOKS to us as if 1921 would be full of "pay dirt." We believe the opportunity to do intensive mining was never greater than it is today. But we also believe that every man who wishes to gain the reward must make an effort. We believe the man who postpones action handicaps himself.

There are thousands of men who are holding back because of lack of courage. They are enterprising men but they are wavering a trifle. Just the right thought passed to them now might change doubt to certainty—fear to courage—lethargy to action. It is the time for men of vision to act as an inspiring force.

We would like to suggest a series of four circulars that we believe would influence opinion—that will help to pan out the gold of increased initiative. Let us send one of our men to explain just what these circulars are, and what they will cost.—*The Impression, Clark-Sprague Printing Co., St. Louis.*

Cut to the Bone

EVERYBODY, everywhere, is marching to a new tune. Every merchant, manufacturer and jobber is keeping step to it, and it is about time that the printer was getting into line. The new melody is not a syncopated monstrosity; it's a plain, old-fashioned, everyday, honest-to-goodness tune—"Reduce the Overhead and Increase the Sales."

The "jazz" period in business has passed. It's now time to get down to fundamentals, and look the future in the face.

It is the wise printer who is studying costs of operation; who is watching his accounts closely and keeping his available funds in a liquid state. He is also watching his "overhead" and cutting his expenditures to the bone. Every item which does not decrease his ability to serve will be eliminated. He will take advantage of every resource outside of his own plant which affords him an opportunity to keep down his own expense.

Success this year will go to the concern which keeps its expense at a minimum, and at the same time fights for business. The "go-getter" will bring home the proverbial bacon this year as never before. There will be plenty of work for the printer who organizes his plant to function economically, and then goes out after business.—*The Initialist, S. K. H. Typesetting Co., Chicago.*

On the Other Side of the Desk

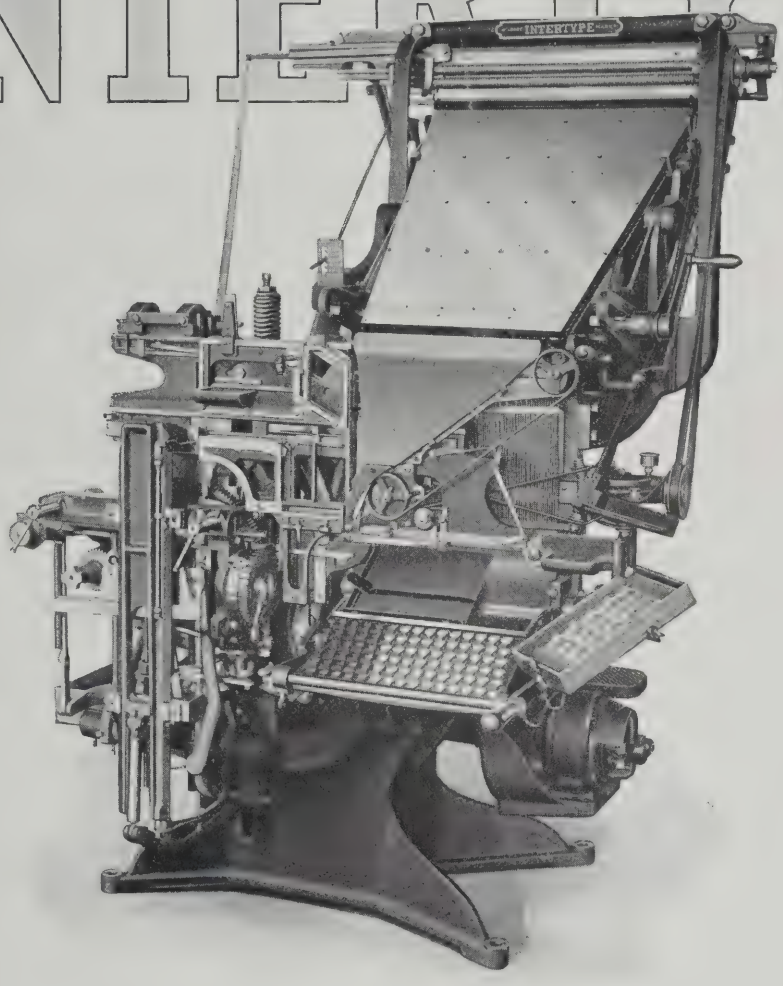
Continued from page 34

process and the buyer realizes this. He also realizes that there must be different methods of manufacture that will produce the same results. He appreciates the printer doing the work in the most economical manner. If the printer, for instance, persuades the buyer to use a process color job when a one color job will serve the purpose, he is injuring his opportunities for future business. But more than that, there are a number of 'short cuts' in printing as in any other manufacturing process, which should be used, giving the buyer the benefit. When the printer does this he makes a customer who cannot be gotten away by price cutters.

"If I were a printer and a man brought a job into my plant that I could not handle to the best advantage, I would tell him the name of some printer, better equipped than I, who could handle his work. I have had such cases come to me and I've always appreciated the motives of the printer in sending me to some other plant—and so far I have always rewarded him in the end—with other business."

These frank statements sum up in a general way what printing buyers expect from the printer. Very likely you, as a reader of this publication and a master printer, already know these facts—but the main thing is to make use of them for your own benefit. If you do then the purpose of this little message will have been accomplished.

INTERTYPE



Over 4,000 Intertypes in use all over the World

Ask any User for his opinion

A large proportion of INTERTYPE Installations are the result of

Repeat Orders

The INTERTYPE is not a limited line casting composing machine. Different units may be added, increasing its typographical range in all measures and body sizes from 5-point to a wide 36-point in Text, Head-letter and Display.

No obligation on your part to make us prove that the INTERTYPE is "The Better Machine."

Builders of "The Better Machine"

INTERTYPE CORPORATION

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

Middle Western Branch
Rand McNally Bldg., Chicago, Ill.

Southern Branch
100 Madison Avenue, Memphis, Tenn.

Pacific Coast Branch
86 Third Street, San Francisco, Cal.

Ben Franklin Monthly

PUBLISHED FOR SERVICE TO

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Editor	P. A. Howard
Managing Editor	C. J. Nuttall
Advertising Manager	E. P. Rowe
New York Manager	H. Lee Treadwell

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Stand Together Now if Ever

MAY 1 draws ever nigh despite the fact that employers would like to put up a staying hand. An encouraging sign to a student of the controversy is the plans being made to organize master printers to fight the 44-hour week. Meetings have been held in all sections of the country and employers are planning to make a determined stand on all new contracts with labor. Strike insurance, advocated almost from its inception by this journal, has come to be much in demand. Defense funds are being raised and, all in all, it looks as though the next two months are to be exciting ones. The argument is banding the employers closer together than ever before. That is, it is banding them together in a majority of communities. Only in those cities where the 44-hour week has already been agreed upon is there any sign of dissension. This is unfortunate, since those cities which in all fairness must live up to their contracts need the co-operation of all employers just as much as where a fight looms. It is the indisputable right of every plant owner to run his plant as he will, but the industry as a whole must not be forgotten.

Typewriters and Printing Presses

AN INTERVIEW with a typewriter salesman recently brought to light an interesting fact, to wit: sales of typewriters have increased and those of billing machines decreased materially during the past six months. The moral is plain. With a smaller volume of business less billing is necessary. On the other hand a more intensive drive for business through the mails makes the typewriter an important factor. This should encourage the printer were it not for another fact this salesman brought out. He said: "I find that business houses are doing more solicitation through the mails than ever before. The greater part of this is being done through personal letters rather than with printed matter. The typewritten letter is a more intensive way of cultivating business and the firms to whom we have sold machines are sending out an enormous volume of letters. This accounts for the increased typewriter sales."

It is here the danger looms. The printer cannot afford to allow the typewriter to supplant the printing press. He will use every means possible to prove the folly of discontinuing the use of printed matter as a sales medium. He will not knock personal letters—their value is undisputed, but he will capitalize this reversion to personalization by selling printed matter that will support such correspondence. He will go out and "fight" to make 1921 reward him.

When the Paper Salesman Cuts Prices

WRITING in the March *American Paper Merchant*, M. H. Lund brings out a point that should be considered carefully. In effect he says paper salesmen make a mistake in cutting prices to meet those of a competitor. This is just as great an evil in the paper industry as it is in that of printing. With that we are not greatly concerned, however, but we are concerned with its effect on the printer. Putting "reverse English" on Mr. Lund's statement it simmers down to this:

Jones, the printer, has a job calling for a good grade of bond. One salesman quotes a twenty-two-cent paper at twenty-two cents. The second salesman, handling only one grade of paper that fills the bill and that a much better sheet than the first salesman's bond, cuts his price from twenty-seven cents to twenty-two cents to meet the first price. Of course the printer selects the better paper, offered at the same price as the poorer. The customer gets the benefit of the cheaper price. A repeat order comes through several months later with specifications calling for the same grade of paper. The same difference of five cents a pound exists between the two grades, but the higher priced one has become stabilized so that the salesman must demand the full price. Of course, the printing buyer must pay the extra money or be satisfied with a poorer bond. Since there has been no fluctuation of the market he cannot understand the reason for this, and the printer suffers. Had the printer bought the paper the first time at its legitimate price this unpleasantness would be eliminated.

Who Shall Specify?

NEW YORK and New Orleans have made an investigation among members of their associations to discover who specifies paper—the printer or the customer. Wise paper dealers admit the printer is the logical retailer of paper and are co-operating with this end in view. The question of who specifies the paper is not as important in our viewpoint as who buys it from the paper jobber.

A salesman of printing, who has made a notable success, told us the other day he doesn't give a d—n who specifies the paper so long as his firm furnishes it. If the customer wants a certain brand of paper on a job calling for less than a ream, for instance, and he does not have it in stock, he will buy the amount necessary and bill the customer for the paper at its actual cost to his firm—plus a legitimate profit. This salesman will even take a paper salesman around to see a prospective customer and if the paper salesman is wrong, he fights it out before the customer. Of course, if the customer specifies some paper not suited to the job this salesman places him back on the track.

It matters very little who specifies paper so long as the printer is the middle man in the transaction.

Another Boost

BEN FRANKLIN MONTHLY:

The enclosed check for $2 is for a subscription to your magazine.

We will appreciate your taking care of this at once so that we may receive the next issue The writer was recently mailed a copy of your February number, and was very much impressed with its contents.

STANLEY B. MONASCH,
Monasch Lithographing Co., Mineapolis, Minn.

Cultivate the Foreman

ON ANOTHER page appears a letter from a foreman who makes a few ironic statements on the attitude of the front office toward one who is undoubtedly a most important factor in the printing industry—the foreman. He asserts that there is lack of co-operation between those out front and the men in the shop. In all too many instances, this is correct. The foreman should be cultivated. It is he who can speed up production, keep the men contented and eliminate friction. The wise boss will take his foreman into his confidence and work with him—and see that everyone else works with him—to the end that that particular shop shall become one noted for its system and stability. This same foreman writes that many "front offices" spend their time in cost finding and fault finding. We disagree as to the amount of time spent in cost finding, for very few moments are allotted this important subject, but we do agree that the time spent in fault finding could be used to better advantage —either by adding a portion of it to that allowed cost finding and devoting the rest to constructive co-operation —or if the first is now unnecessary (lucky shop) all of this extra time to the latter—constructive co-operation.

Represents Ben Franklin Monthly in East

H. Lee Treadwell

H. Lee Treadwell, one of the best known printing trade paper men in the country, has been made eastern manager of BEN FRANKLIN MONTHLY, *Ben Franklin Chicago Paper Directory and Prict List* and the *American Paper Merchant*, the quality group in the graphic arts, with New York offices at 27 Warren street. The telephone number is Barclay 1295. The increased scope of BEN FRANKLIN MONTHLY has made necessary the establishment of an eastern office and the Ben Franklin Publishing Company has been unusually fortunate in obtaining the services of Mr. Treadwell. Prior to joining the Ben Franklin staff, he was actively connected with the Walden-Mott publications, first in New York and later as western manager with Chicago offices. He is a New York man, thoroughly familiar with the needs of the east, and is able to render intelligent service to the eastern clients of the three publications he represents.

Arthur Heming, former pressman at the Globe Printing Company, Quincy, Ill., has started a new printing company at 520½ Hampshire street, that city. The company is known as the Art Printing Company.

Reclaiming Waste

Editor BEN FRANKLIN MONTHLY:

With reference to your request for information regarding some system that can be used in printing plants to reclaim rags and waste used in printing plants, I have found that the best is that manufactured and installed by The American Laundry Machinery Company of Cincinnati.

With this method waste may be treated six to fifteen times, and rag wipes twelve to twenty time, at a cost of three to five cents per pound. Oil recovered averages two to five gallons per hundred pounds of rags, and may be filtered and reused. Replacement of rags averages ten per cent.

The outfit can be operated by a boy, or the night watchman can find time to reclaim all of the waste used during the day. With rags at fourteen cents a pound this might well be investigated by the printers in any city with the view of installing a central plant to be used and operated co-operatively.

Sincerely,

GEORGE F. STOKES.
Kendig & Hitchings, Chicago.

What's He Tryin' to Do—Kid Us?

Editor BEN FRANKLIN MONTHLY:

I am a subscriber and a foreman. For these two reasons it has occurred to me that you should have a department devoted to foremen who pilot all the business of printerdom.

It seems to me the average printer aspires to the front office for easy snaps and rests on that one ambition as his destiny. I am not antagonizing cost systems, or other systems which all depend so much on the foreman, but I do think a column should be devoted to queries and answers of foremen. Or is the foreman just a link between the office and the men under him—the men he must understand or else have them run amuck?

Here are some of the things I should like answered:

Why are ten thousand letterheads printed and delivered and then returned for tabbing? Is it the fault of the office or the customer? None of the foreman's business?

Why are twenty thousand pamphlets delivered and then returned for folding? It is the fault of the office or the customer? Yet the foreman is blamed.

Why is a job set and imposed and wanted the same day, and then kept waiting on the press for stock? Foreman never asked for it?

Why is a job not made up to 8½x11 as per job ticket? The comp. or lock-up says it is. Their rules are not alike.

Why does a foreman have to stay after the men quit on time? Will he be paid for it? Yes, in appreciation.

Why is the foreman asked why such and such a press is not running? Of course the questioner is serious. But he forgets he hasn't sent in a job for two days.

Why is a foreman not consulted when a rush job comes in, disorganizing the shop when other jobs before it are wanted in just as much of a hurry, and then the copy is shoveled in like so much ashes onto a scow? Answer: "Oh, hell, that's what the foreman is there for."

Why does the office ask about that L. & T. job when "No hurry" is written on the ticket and dated the same day? Answer: "Habit" of the office.

Who is the only one of the craft that can remember the time when printers jeffed quads on the stone? Answer: The foreman. There are no others. The others are cost finding or fault finding, or are looking up overhead on the ledger.

JOHN MURRAH.

Chester, the Super Salesman, Takes Up Tea Dances and Finds the Boss Can Do Without Him

With all apologies to T. B. Crabb, who wrote it, and The American Paper Merchant, from whom it was stolen.

CHESTER was a bright young Chap with a steady flow of Chatter that sometimes had a Thought mixed up in it. The Boss needed a Smokestack Chaser to peddle Good Printing and Chester was taken on.

His low cut Shoes and Wool Sox gave Freedom to his Ankles and he let Nothing escape him. It wasn't long before he was pointed out as a Success, and he heard about it. He thereupon quickly graduated from the Piker Class and confined himself to the Big Guys.

At the next Sales Meeting they gave him the Laurel Wreath and he immediately began to rest on it.

He took up Billiards seriously and had the Wrist Movement down to such a fine Point that he wouldn't carry a Sample Case in his right Hand for fear he would blow a Tendon. At First he played only in the Evening and on Rainy Afternoons when he reckoned the Buyers wouldn't be in any way, but it wasn't long before he concluded that no Gentleman was meant to work after 12 O'clock Noon, and this gave him a few Hours to sit in with the Boys when Stud was whispered.

By this Time he could execute a Three Cushion Draw with his South Paw, making that Flipper as thoroughly useless as its Partner, and the Old Sample Case went into Retirement and became a Filing Cabinet whose Contents were referred to only under two Pro's—test and fanity.

In Chester's Opinion any Buyer who wanted to see Samples was lacking in Imagination, and he considered it a Reflection upon his Character when asked to use his Bean to devise a Broadside for which Great Things could be Claimed. He said his Word was as good as his Bond, but his Safety Deposit Box was an Aching Void.

Somebody made a Mistake one Day and took him out to the Country Club, where he Smacked One straight down the Fairway for Two Hundred Yards, and Golf was added to his Repertoire.

Eighteen Holes and Breakfast at the Club House broke in on his Mornings horribly, and Telephone Calls from the Rocker Room to his old Customers became so frequent that the Committee suggested a Private Line.

Chester's Form was bad enough in regular He Clothes, but when he donned Knickers, the Caddies got behind the Bunkers to guffaw. He went in heavy on Golf Togs and the rolling of R's wasn't the only Scotch Stuff he learned to love.

He was fast reaching the Point where his Ice had to be cubed or James would be admonished. When it came to a Question of which Heels to have fixed, the Golf Shoes always won, and the few Customers he had left noticed it.

Chester's score on the Links and in Business was being lowered steadily when The Boss stepped in. The Boss was Old Port when Things were all to the Merry, but Wood Alcohol when Sales showed sickeningly on the Monthly Slip. The only Reason Chester wasn't further down on the List was because the List ended with Chester.

Chester was called on the Carpet, which reminded him of a Putting Green, and he said so, but the Old Walrus had Other Things to talk about, and ruled that Chester was out of Order. Chester played for Position but found he had missed the Shot, and his Poker Face was Bold Type to the Big Chief. The End came quickly.

As Chester slunk down the Stairs, he passed a Bright Kid from the Shipping Room who had just been told that a Place was open for him on the Sales Force and to come on up.

Moral: *If you must have a Hobby, make it Your Job.*

Chicago Man Most Logical Candidate for Public Printer

WHO will be chosen to bring the great Government Printing Office at Washington back to normalcy? With a successful printer and publisher occupying the president's chair, no one doubts that the Harding appointee to the important post of public printer will be a representative figure in the printing industry, and many believe the honor will fall to Illinois.

William A. Grant

William A. Grant, president of the Rathbun-Grant-Heller Company, one of Chicago's well-known printing concerns.

Indorsement of the Grant candidacy by the various bodies of employing printers and engravers would be a fitting tribute to one whose history for more than a quarter of a century has been the history of the industry in the Middle West. As junior partner in the Marsh & Grant Printing Co., Mr. Grant began his Chicago career in 1895. A few years later this concern was merged with the Franklin Engraving & Electrotype Co., Mr. Grant serving as vice-president for nearly twenty years.

He is an honorary member of Chicago Typographical Union, and was president of the Chicago Typothetae and the Master Printers' Association of Chicago for five years.

As chairman of the commission on amalgamation of all employing printers' organizations of the United States and Canada, Mr. Grant performed a service for printerdom which will benefit the industry for all time.

Mr. Grant has always been active in the Republican party, and since early in 1919 has been connected with the Republican national committee, instituting and directing all the national motion picture and general photographic activities, together with the preparation and distribution of phonograph record speeches.

Mr. Grant is a member of the Masonic fraternity, is president of the Birchwood Country Club of Chicago, and a member of the Chicago and Detroit Athletic clubs, Edgewater Golf and Birchwood Country clubs. He is married and has two sons, ten and thirteen years of age.

Hornstein of Mergenthaler Dies

Linotype publicity manager succumbs February 9 after long illness

ON THE morning of Wednesday, February 9, after an extended illness, occurred the death of Louis A. Hornstein, for many years manager of the publicity department of the Mergenthaler Linotype Company. Services were held at the Funeral Church, New York City, on February 11. Burial took place in Chicago, February 14, after funeral services at Boydson's Chapel.

Louis A. Hornstein

Louis A. Hornstein was born in the little town of West Bend, Wisconsin, April 8, 1869. He was the youngest of six sons. His father, who was a civil engineer, and a man of learning and high ideals, early impressed upon his sons the importance of securing a liberal education. To the home training received by those boys undoubtedly is attributable the fact that several of them took up printing as a life work.

Louis A. graduated from a high-school in Chicago, and started in to learn the printing trade in the same city. Later he traveled extensively in the west and middle west for the purpose of rounding out his training as a journeyman printer. For several years he was engaged as a proofreader on the staffs of both the *Inter-Ocean* and the *Tribune* of Chicago. In 1906 he became a traveling representative for the Mergenthaler Linotype Company in the territory of the Chicago agency. In the fall of 1908 he removed to New York City and organized the publicity department of which he was the manager at the time of his death.

Mr. Hornstein was very popular in the printing industry. Nearly every important convention of printers and publishers held in the United States in the last fifteen years was attended by him. He was an active member of several associations and clubs identified with the graphic arts, and he was known personally to thousands of printers and publishers.

He is survived by his wife; by his brother George, who recently retired from the printing business in Chicago; by his brother Leon, a Chicago attorney, and by his brother Albert, of the *Mining Journal* of Marquette, Michigan.

Springfield, Mass., Next D. M. A. A. Convention City

FINAL arrangements were completed at a recent meeting of the board of governors of the Direct Mail Advertising Association held at Detroit, for the affiliation of the Better Letters Association and the Direct Mail Advertising Association. The relation between these organizations will correspond to that of the Association of House Organ Editors which is already an affiliated body and is represented by a chairman at all meetings of the board of governors.

The following members of the board of directors of the Better Letter Association will elect this chairman in the near future: F. W. Dignan, La Salle Extension University, Chicago, Illinois; R. B. Newton, Wilson & Company, Chicago, Illinois; Hiram N. Rasely, 1012 Park Building, Worcester, Massachusetts; C. R. Wiers, Larkin Company, Buffalo, N. Y., and S. S. Wilson, Sidney S. Wilson & Company, Willoughby, Ohio.

One of the decisions made by the board of governors was the unanimous choice of Springfield, Mass., as the convention city for 1921 and October 26, 27 and 28 will find this central New England city host to several hundred direct mail advertisers, house organ editors and former members of the Better Letters Association.

New offices of the Association at 770 Penobscot Building, Detroit, Michigan, are under the direction of Louis Balsam, formerly director of correspondence for the Lewis Manufacturing Company, Walpole, Massachusetts. This is the D. M. A. A. headquarters and it is here that inquiries from members for service and advice will receive attention and will be referred to the experts who are best qualified to answer them. This personal service as well as a new bulletin service are designed for members only.

SUPREME BRAND

Flexible Tabbing Composition

Combines Strength, Flexibility, Elasticity, Economy

ABSOLUTELY GUARANTEED

LAYTON ELASTIC GLUE COMPANY

703-709 FULTON STREET

CHICAGO

TELEPHONE HAYMARKET 345

CHICAGO

The Hub of the Industrial West

C. L. Just, formerly head of the C. L. Just Typesetting Company, has joined the Central Typesetting & Electrotyping Company's sales force. Cecil Emery, formerly with the Central company has left to enter the printing business for himself.

The one-story factory building at 295 Carroll avenue has been sold by F. A. Barnard & Son to Philip Ruxton, Inc., of New York for a nominal consideration, revenue stamps indicating a valuation of $37,000. Both concerns are manufacturers of printing inks.

Tuesday night, February 8, saw the second presentation of the "Peabody & Wetmore Directors' Meeting," when it was given at the annual ladies' night of the Calumet Ben Franklin Club at the Hotel Metropole. The cast was made up of William McDonnell of Foster & McDonnell as Tom Peabody; Thomas Kinney as Jim Wetmore; N. E. Ives of Mid-West Typesetting Company as director of sales; Floyd Haas of the Calumet *Index* as purchasing agent; Starr M. Miner of Englewood Typesetting Company as production manager and George Kinney as treasurer.

Preceding the performance a banquet was held at which short addresses were made by E. J. McCarthy, H. R. Grant, T. S. Quin (the original Peabody), C. L. Powers and Marion S. Burnett (the original Wetmore). Music and entertainment was furnished by Mrs. Harlo R. Grant. Dancing was also a feature. Over a hundred Chicago printers, their wives and daughters attended.

The American Writing Paper Company announces the resignation of J. A. Lemmon, manager of its Chicago office located at 1601 Otis Building, Chicago. Mr. Lemmon has not as yet announced any further connection.

The vacancy has been filled by the appointment of A. Carey Huls, formerly manager of the Cincinnati branch of the Eagle-A organization. Mr. Huls is thoroughly conversant with mid-western conditions and already has a wide acquaintance among the printing and paper trades in Chicago and vicinity. He began his career as a newspaper editor, and followed that with eleven years' connection with the Harris Automatic Press Co., Cleveland, Ohio, successively as salesman, field supervisor, assistant sales manager and general sales manager covering the entire United States territory, and previous to his connection with the American Writing Paper Company served as manager of the Meuner Corporation, printers, lithographers and envelope manufacturers of Los Angeles.

Directs Important School

Richard F. Lawson

Mr. Lawson is superintendent of the Angel Guardian Press, 2001 Devon avenue. The Angel Guardian Press is connected with the German Catholic Orphan Asylum and is one of the best equipped private plants in the city. Those boys in the home who wish to learn the printing trade are given an opportunity under Mr. Lawson, who is well able to act as instructor. In addition to being a practical printer he has acted as secretary of the Tacoma division of the U. T. A., has served as president of the Republican Editorial Association and the Illinois Postmasters' Association, besides being secretary of a college and publisher of a postal magazine of national repute.

Offices of the Warner Expansion Roller Company have been established at 1657 Monadnock Block, Chicago.

Marion S. Burnett Company, 626 Federal street, announces the addition of Charles A. Williamson to its sales and general service force.

There will be a Graphic Arts Division in the Chicago Pageant of Progress to be held on the Municipal Pier early in August, according to present plans. It is rumored that E. J. McCarthy has been tendered the chairmanship of the division by Mayor William Hale Thompson.

Spinner Brothers Company, bookbinders, at 610 Federal street, last month distributed to the trade some exceptionally well-bound "phone lists."

William Eastman, of the Blakely Printing Company, last month was chosen chariman of the committee on general publicity of the Chicago Association of Commerce.

William F. Hirst, for a number of years on the sales force of the Swigart Paper Company, has joined the selling staff of the Berkshire Company, 445 Plymouth court.

A. J. Rich, formerly registrar of the U. T. A. education department, has left that association to become assistant agent at Chicago of the Texas and Pacific Railroad. Mr. Rich joined the Typothetae a little over a year ago.

The General Printing Company, of which Mrs. F. Schumacher is president and treasurer, will move April 25 from 305 North Wells street to 149 West Ohio street, where the company will have 10,000 square feet of floor space, as against 4,000 square feet in its present location.

Charles L. Estey, formerly advertising counselor for the U. T. A., was the principal speaker at the regular meeting of the commercial group of the Chicago Franklin-Typothetae, held at the Morrison Hotel, Wednesday noon, February 9. Mr. Estey spoke on printing sales.

L. D. Eastman, of the firm of Eastman Bros., law printers, 542 South Dearborn street, died of heart disease just before midnight, Thursday, February 17. Mr. Eastman was stricken on a sidewalk at Kenilworth and Hilldale avenues, Rogers Park. Funeral services were held Monday, February 21, at Bentley's Chapel, 2701 North Clark street, with burial in Memorial Park.

Forty of the 52 members of the Type Machine Engineers' Guild of Chicago recently were guests of Walter C. Bleloch, Chicago manager of the Mergenthaler Linotype Company, at a dinner in the Indian Room of the Fort Dearborn Hotel.

Mr. Bleloch, an honorary member of the Guild, was the principal speaker. Others who spoke included William Nellis and Mr. Mendenhall, both of the Chicago office of the Mergenthaler company; William Redfield, president of the Guild; William Reid and Harry G. Pottle, secretary.

The Guild was organized a little over a year ago for social and educational purposes.

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Graves Whitmire, formerly with the tandard Typesetting Company and the .err-Whitmire Typesetting Company, has ssumed managership of the M. & L. Type-etting Company, 4015 Ravenswood ave-ue. Mr. Whitmire's experience well quali-es him to manage the plant, and already lans are being made for its enlargement. .everal new Monotype and Linotype ma-hines have been ordered, and the floor pace of the company has been materially ncreased. The company will do trade ork and complete make-up for large pub-cations.

The Slavik Printing Company, 212 West inzie street, will move into its own build-ng at 916 West Ohio street on April 1, here the company will have floor space ght times its present size. Four cylinder resses, two Linotypes, a Ludlow Typo-raph and Elrod slug casting machine will e added. The company plans to do a eneral publication business. The building ow in process of erection if of one story rick and concrete construction.

The February meeting of the Chicago lub of Printing House Craftsmen, held e 15th, at the City Club, was addressed C. W. P. Bosworth, of the Overlay De-artment of the A. M. Collins Manufac-ring Company, and T. T. MacEwan, resi-ent manager engineer of the Cowan Truck ompany. Details of the second annual nvention of the international association be held in Chicago were discussed.

The F. Wesel Manufacturing Company d the Peerless Engraving and Colortype ompany, 712 Federal street, will combine the exhibition of a complete photo-en-aving plant at the Graphic Arts Exposi-on to be held in Chicago July 23 to 30.

The Tablet & Ticket Company has pur-ased the building of the Shotwell Manu-cturing Company at 624 West Adams reet for a reported $120,000. The build-g is three stories high and has 50,000 uare feet of floor space.

Plans have been made for the annual cnic of employes of the W. F. Hall Print-g Company, which will be held June 11 Riverview Park under the auspices of e Mutual Benefit Association of the com-ny.

Officers of the Union Book Bindery, Inc., 8 North Wells street, recently elected e: P. V. Spinner, president; Lewis inner, vice-president; David Rest, treas-er, and Aaron Rest, assistant treasurer.

The April meeting of the Franklin-Ty-thetae of Chicago will be known as Iome Talent Night," with amusement rnished by members of the craft.

Machine Composition Association mem-rs of District No. 2 will meet in Cleve-d Friday, March 18, at the Winton tel. This district includes Ohio, Michi-n, Kentucky and the cities of Pitts-rgh, Buffalo and Toronto.

Both Cuneo-Henneberry Company and ars-Roebuck Company have announced at their printing plants will not operate the 44-hour week basis after May 1, spite the fact that the local association master printers is committed to the rt week by contract with the unions. th concerns have resigned from the as-iation for this reason.

Fully 700 persons are expected to attend the annual dinner-dance of the Franklin-Typothetae of Chicago to be held Saturday evening, March 12, in the Gold Room of the Congress hotel. Wilber Nesbit will be toastmaster, and the speakers of the evening will be Dr. Henry Gaines Hawn of New York City and Preston Bradley, Chicago. Both men are noted orators, Dr. Hawn being one of the principal speakers connected with the United States Chamber of Commerce, and an author of reputation. He is ex-president of the National Speech Arts Association, a chautauqua speaker of note, instructor in public speaking for the New York Rotary Club and lecturer for the Brooklyn Institute of Arts and Sciences.

According to the plans of the program committee, of which E. W. Kirchner is chairman, the addresses will be of short duration, and will be followed by dancing and entertainment. Fred Barnard is in charge of reservations, and R. B. Barton in charge of tickets. The affair will be informal.

Martin Resigns as Cincinnati Secretary

W. G. Martin, for several months secretary of the Cincinnati Typothetae, and previously secretary of the Typothetae-Franklin Association of Detroit, has resigned as secretary of the Cincinnati organization. He has announced no future plans. No successor has been chosen as yet.

Illinois Incorporations for February, 1921

The following firms were incorporated under the laws of Illinois during February:

The West Suburbanite Co., 748 South Euclid avenue, Oak Park. Capital, $1,000; general printing and publishing business; incorporators, William B. Bosworth, Albert Boswell, J. L. Boswell; correspondent, Edw. J. Bohac, 145 North Clark street.

Roths Publishers Press, Inc., 402 North Hermitage avenue, Chicago. Capital, $100,000; general publishers, commercial printing and lithographing business. Incorporators, Henry Roth, Kate Roth, Max Roth, Adolph Roth. Correspondent, Pennish & Rassbaum, 50 West Randolph street.

Gordon J. Hargrave, Inc., room 820, 108 North State street, Chicago. Capital, $100,000; general publishing, printing, book binding, employment agency business. Incorporators, L. R. Meyer, Wm. Meyer, Gordon J. A. Hargrave. Correspondent, Rathje, Lawyer & Connor, room 195, 11 South LaSalle street.

The North Shore Weekly Co., 1056 Wilson avenue, Chicago. Capital, $50,000; general printing, publishing business, manufacture cards, stationery, etc. Incorporators, George S. Boby, Celia Stallery, A. B. Hunt, J. R. McCullough and George Stallery. Correspondent, Hugh O'Neill, 1427 Conway building.

Guy J. Gibson & Co., Inc., 557-9 W. Jackson blvd., Chicago; $10,000; general engraving, printing, lithographing business; incorporators, Guy J. Gibson, Herbert A. Schryver, Frank T. Murray; correspondent, Herbert A. Schryver, room 621, 112 Adams street.

The Webb-Line Printing Co., 14 West Washington street, Chicago; capital $40,000; general printing and publication business. Incorporators: Ruth Weber, Sophie Berlin, L. S. Berlin, A. L. Weber. Correspondent, The Sentinel, 14 West Washington street.

Molloy Manufacturing Co., 2657 N. Western avenue, Chicago; capital, 500 shares, no par value; manufacture and bind book covers, leather magazines, novelties, etc.; incorporators, David J. Molloy, Phillip R. Smith, Ernest L. Persons, William J. Sowers, Frederic Secord; correspondent, David B. Gann, 105 S. LaSalle street.

Mayer Mfg. Co., 2637 Canton street, Chicago; $100,000 and 1,000 shares, no par value; manufacturing, bookbinding, printing business; George Pick, Wilhelm Mayer, C. R. Beeler; correspondent, Adler, Lederer & Beck, 1301, 10 South La Salle street.

ST. LOUIS

W. C. Howland

1005 Federal Reserve Bank Bldg.

According to advance information from the 1920 Red Book of the Missouri Bureau of Labor Statistics, just given out, printing, publishing and all allied industries in Missouri for the year 1919 reached the record total worth of $62,079,735. These rank fifth in importance and total worth among all lines of Missouri's huge diversified industries, being exceeded only by meat packing, boots and shoes, flour, feed and meal and automobile manufacturing, assembling and repairing. The industry showed a steady growth in the last four years. Figures for 1920 are not yet available but early returns from six extensive St. Louis publishing plants forecast a total worth for this year which will outshine that of 1919. More than half of the work was done in St. Louis. More than half of the remainder was done in Kansas City.

R. B. Leonard, art director of Skinner & Kennedy Printing and Stationery Company, spoke to members of the Junior Advertising Club recently on the subject of booklets and folders.

He likened the construction of an advertising campaign of booklets or folders to the invention and manufacture of a machine, in which the inventor must know what the machine is expected to accomplish, how the task is to be done, what materials are to be used in making the machine and then must be able to put the parts together.

E. Lansing Ray, Publisher of the St. Louis *Globe Democrat*, addressed members of the Kiwanis Club a few days ago on the subject, "The Functions of a Newspaper in Community Life."

Criticism of newspapers for the publication of crime news, the speaker met by saying that the paper which reaches everybody must be made up of all elements of news. Fair presentation of both sides of every question is necessary for a newspaper to maintain its general appeal, he said.

The Retail Credit Men's Association in St. Louis is planning for a campaign against the operations of forgers. An effort will be made to obtain the co-operation of members of the Ben Franklin Club, who will be asked to keep credit men posted on orders for checks, bonds and other legal papers received from strangers.

The third floor of the building at 314 North Third street, has been leased by the St. Louis Lithographing Co., just incorporated, where the company will engage in the general printing business.

Howard Paper Company Resumes

The Howard Paper Company announces that it has resumed full operation of its mills at Urbana, Ohio, after having been closed for two weeks to install new machinery in its various departments. This has resulted in a 25 per cent increase in output. All employes were kept busy during the shut-down, renovating and repairing machinery and buildings.

United States at Large

The National Editorial Association will tour the south, starting March 6. Delegates will leave from Chicago and St. Louis for Birmingham, Alabama, where western and southern delegates will be guests of the city. Eastern delegates will go direct to Florida, where a tour of the state will begin March 7 at Pensacola. Every point of interest in Florida will be visited. Among those who will speak at the meetings of the association are Senator Charles McNary, of Oregon; E. M. Haskell, vice-president of the International Paper Company; W. J. Pape, president of the Publishers' Buying Corporation; Jason Rogers, of the New York *Globe;* Hon. F. W. Murchy, president of the Minnesota State Fair Association, and C. J. Murphy, leading editorial writer of the south.

Forty union printers, employed in various job printing shops of Tulsa, Oklahoma, struck the morning of February 1, when their employers refused to accede to their demands for $45 a week for day work and $48 a week for night work, with a 44-hour week to become effective May 1. These printers are being paid $42 per week for day work, working 48 hours a week.

The Banknote Printing Company was the only job shop to sign the new contract, and all the other shops, which are as follows, became temporarily inactive: Tulsa Printing Company; Midwest Printing Company; Palace Office Supply Company; Crockett-MacInnis Printing Company; George W. Henry Printing Company; Tulsa Art Printery; Kendall College Press; Triangle Printing Company; Beacon Press, and the Butler shop.

Master Printers of central Illinois, comprising job plants in citites of Peoria, Bloomington, Champaign, Springfield, Danville, Decatur, Mattoon and Pana, have formed an organization to be known as the Master Printers' Association of Central Illinois. The following officers and directors were elected for the ensuing year: President, Lewis J. Schwab, Peoria; vice-president, E. V. Tucker, Mattoon; secretary, C. M. Pearson, Champaign; treasurer, A. T. Barnes, Springfield. Directors: Ned Dolan, Bloomington; C. J. Leonard, Decatur; J. S. Gault, Springfield; B. Davidson, Danville; A. T. Burrows, Champaign-Urbana. A resolution calling on Illinois master printers to resist the 44-hour week was passed.

The Missouri legislature recently adopted a resolution for the appointment of a committee to investigate the feasibility of a state printing plant by a vote of 91 to 19.

The resolution would provide for a plant to do all of the printing now used by the state and publish all books used in the public schools of the state in addition.

Representative Morgan, Republican floor leader, opposed the appointment of a special committee to investigate the question, stating in the course of his remarks that out of several attempts to operate state printing plants only two states now have them.

Printers who have produced a particularly fine job which they wish to exhibit at the annual convention of the Associated Advertising Clubs, to be held in Atlanta in June, should get in touch with Noble T. Praigg, secretary of the Graphic Arts Association, 608 South Dearborn street, Chicago. The exhibit will include all the graphic arts. No charge is made for entering specimens of work in the exhibit. Duplicate copies should be provided Mr. Praigg when entries are made.

That the proposition to appropriate $250,000 for a state printing plant in Oklahoma will not meet with favor among members of the legislature is the opinion of Senator J. B. Campbell, editor of the Oklahoma *Hornet*, Waukomis. He believes that there are already too many printing plants and does not think that the establishment of a state printing plant would better conditions.

Officers and directors of Clarke & Courts, Galveston, Texas, were elected at a meeting of the stockholders of the company, held recently. The officers include the following: President, Sealy Hutchings; vice-president, secretary and treasurer, Robert W. Shaw; general manager, George L. Stevens. The officers also comprise the directorate of the company.

Shaw Publishing Company has opened offices in New York City and Tulsa, Oklahoma, in addition to the offices in Chicago and Galesburg, Illinois. The New York address is 552 Marbridge building, and the Tulsa address is 220 Atco building. Mr. Robert Burton, Jr., formerly of System Magazine, is in charge of the Tulsa office. The company publishes *Oil News.*

The Printers Exchange is the name of a new paper which made its appearance last month. It is published monthly in Ottawa, Kansas, in four-page, six-column newspaper style. Its purpose is to furnish a medium of exchange and sale among country publishers. The editors are F. S. and D. L. Mickey.

Members of the Sapulpa, Oklahoma, Typographical union recently adopted a resolution seeking to increase the wage scale, which is $45 minimum per week, to $54 maximum, on the basis of a 44-hour week. This is to be effective April 1, when the present contracts expire, if the union is successful.

Charles E. Holbrook was recently elected president of the Hungerford-Holbrook Company, Watertown, N. Y. Other officers who were elected are: William H. Stevens, vice-president; Henry M. Holbrook, general manager; John W. Whalen, treasurer; Charles R. Lee, secretary.

The Breitenbach Linotyping Company, of Cincinnati, recently filed suit against the board of elections of that city for $10,464.49, said to be due it on a printing bill. Heavy registration of women resulted in aditional expense to the amount of the claim, according to the Breitenbach company.

The Midwest Printing Company, Wichita Falls, Texas, last month went from a closed to an open shop. The Midwest company is the second Wichita Falls plant to adopt the open shop plan. The Martin Printing & Stationery Company has been operating as an open shop for several months.

Richard A. Douglass, who was editor of the Albany (N. Y.) *Argus*, recently consolidated with the *Knickerbocker-Press*, has become assistant manager of the job printing plant of the Argus Printing and Publishing Company.

Charles E. Henderson, 72 years old, retired printer and a resident of Davenport, Iowa, for over 50 years, dropped dead late in January. For years he followed the trade of printer. He retired 15 years ago. He was a member of the Tri-City Typographical union.

Peoria delegates to the conference of Illinois Master Printers, held in Decatur were: B. Frank Brown, Howard Keene, Niel King, Edward J. Smith, Victor Gabler, John Gallagher, Dan W. Franks, Louis J. Schwab, Wm. Nunea.

Martin Heir, executive secretary of the Grand Rapids Printers' Association, was re-elected vice-president of the Printing Trades Secretary-Managers' Association which recently met in Nashville, Tenn.

W. P. Chadwick, director of sales for the Express Printing Company, Connersville, Indiana, spoke on salesmanship at a meeting of the Toledo (Ohio) Typothetae held February 15.

D. E. Dow, owner of a one-half interest in the J. W. Dow & Son printery, Davenport, Iowa, has purchased the interest of the J. W. Dow estate in the business for $1,402.

The electrotypers of Philadelphia, Pa. have accepted the employers' requests that the wage increase asked for by the union be withdrawn and a new agreement be written on virtually the same basis as the present one.

As a result of the invitation from Jesse S. Leach, managing editor of the Bartlesville, Oklahoma, *Enterprise*, the southern Kansas editors will hold their fall meeting October, 1921, in Bartlesville.

Mrs. Clyde Tapp has taken over active management of the Hodge Printing Company, Greenville, Texas, taking the place of her brother, E. M. Donley, who died recently.

"The Sick Print Shop" will be presented in Cincinnati within a very short time, according to W. F. Kroner, who has been appointed chairman of the committee which will produce the play.

The name of A. Fleishman & Company book binders, at 124-28 East Eighth street, Cincinnati, has been changed to "Progress Book Binding Company."

California employing printers met in Fresno February 25 and 26, at which time it was decided to fight the demands of the unions for a 44-hour week.

The B. F. Shaw Printing Company of Dixon, Illinois, capitalized at $40,000, was incorporated last month. Robert E., George B. and Mabel Shaw are the incorporators.

The annual convention of the Poster Printers' Association of the United States and Canada will be held in Cincinnati the second week in May.

The Pioneer Printing Company, Fort Stockton, Texas, has filed an amendment to its charter increasing capital stock from $4,500 to $9,000.

Joseph A. Brey, formerly editor of the Pinckneyville (Illinois) *Democrat*, has purchased a job printing plant at Christopher, Illinois.

Efforts are being made to form a bowling league among Cincinnati printers. Those interested should get in touch with A. Gus Karger of that city.

Western Printing Corporation, Marion, Ind., has been capitalized for $100,000.

The annual meeting of the Southeastern Typothetae Federation will be held this year at Pensacola, Florida, at the San Carlos Hotel, Monday and Tuesday, March 21 and 22. The 44-hour week will be one of the most important matters discussed. Officers of the Federation are Roy F. Williams, Williams Printing Co., Nashville, president; E. P. Mickel, Nashville, secretary-treasurer; John G. Hauser, Hauser Printing Co., New Orleans, first vice-president, and J. J. McMahon, Powers Printing Co., Mobile; Harry L. Brown, The Record Printing Co., St. Augustine; S. A. Kysor, Townley & Kysor, Atlanta; J. V. Dement, Dement Printing Co., Meridian; W. A. Goodwin, Pound & Moore Co., Charlotte; J. B. Granger, Peace Printing Co., Greenville; H. G. Pugh, Pugh Printing Co., Little Rock, vice-presidents.

A blow aimed at the Oregon state printing establishment in Salem is contained in a bill being framed by Representative Kubli. This bill, if passed, will give any state body having its headquarters outside of Marion county the privilege of either having its printing done by the state printer or in the open market.

The bill, according to Mr. Kubli, spells economy for the state, for, he says, the printing necessary for the various state bodies can be handled in the open market for 25 per cent less than the charges made by the state printer.

The bill has the backing of the printing organizations of Portland and Oregon, as well as the district branch of the United Typothetae of America.

Officers of the Brooklyn Printers' Group of the New York Employing Printers' Association were recently elected as follows: E. Schatvet, chairman; John B. Brady, vice-chairman; William A. Walters, treasurer; J. W. Hildebrand, secretary; Frederick J. Rotaker, chairman of general activities.

Joseph A. Borden, director of general service for the American Writing Paper Company and former general secretary of the U. T. A., was the principal speaker at a meeting of the Columbus Typothetae, held February 14 at the Chittenden Hotel, Columbus, Ohio.

Three hundred and forty men employed in thirteen photo-engraving establishments in Philadelphia went on strike last month for an increase of $5 in the minimum wage scale. The present minimum is $45 a week.

Pierret and Martin, of Galesburg, Ill., have moved their plant from the Kemper building, Simmons street, that place, to larger quarters to take care of increased business.

The American Loom Works, of Boonville, N. Y., has purchased the printing plant of E. S. Bence, Carthage, the same state. The equipment will be moved to Boonville.

Becomes Indianapolis Secretary

E. A. Kelly

Mr. Kelly, on February 1, became secretary of the Indianapolis Typothetae, succeeding Eugene Roesch. Mr. Kelly has had considerable experience in organization work, having been connected with the New York Employing Printers' Association for some time as supervisor of its cost bureau. So far Mr. Kelly has put in the greater part of his time at Indianapolis in mapping out plans for the next year, giving direct service on costs, visiting the membership, accounting, income taxes, credit and collections, and the other duties attendant upon so important an office as that at Indianapolis

A new printing company, composed of three brothers, T. A. Brewer, W. O. Brewer and H. D. Brewer, has been started in Columbia, Indiana, in the basement of the Rost-Meyer building. Equipment for the plant was purchased from the Herald Company.

The sixth semi-annual convention of the Empire Typographical Conference was held in Poughkeepsie, February 26 and 27. Resolutions on the 44-hour week and pending scales were passed.

The annual convention of the National Association of Stationers and Manufacturers will be held at Atlantic City on October 10 to 13. Headquarters will be at the Hotel Traymore.

The Yakima Bindery & Printing Company, Yakima, Wash., has increased its capital stock from $10,000 to $100,000.

Joseph A. Borden, director of general service of the American Writing Paper Company, addressed the Typothetae of Richmond, Virginia, on February 23, and the District Federation meeting held in Norfolk, Va., February 25 and 26. Mr. Borden is well known to the printers of America, having formerly been general secretary of the United Typothetae of America. His address, "Service Through Organization," explained his interpretation of the present-day printers' problems.

Syracuse, N. Y., will be a lively place on March 10 and 11, for it is on those days that the Second District Typothetae Federation will meet to discuss matters of importance to eastern printers, particularly those in New York state. W. R. Thompson, secretary of the Syracuse Typothetae, is in charge of reservations, which should be made through him. The address of the Syracuse Typothetae is 57 Everson building, Syracuse, N. Y.

Officers of the Newark Typothetae elected at the annual meeting of the association held February 10 are: Milo S. Borden, president; Gustave C. Wolber, vice-president; Rudolf Jacobs, recording secretary, and J. B. Mattingly, executive secretary. New members elected to the board of governors include: H. M. Friend, W. H. Davis, T. J. McHugh, H. A. Laidlaw, H. Murphy and Fred Wedekemper.

Journeyman printers of the Tri-Cities —Moline, Davenport and Rock Island—are demanding an increase in wages for a 44-hour week They demand $44 for the shorter week, as against $38.40 for 48 hours, which is now the scale. No decision has been reached as yet, both sides determining to "fight it out to the bitter end."

Plans for the establishment of a large printing plant to be operated and owned by the Toledo Typographical Union, in the event of refusal of employers to agree to the proposed 44-hour week, were discussed at a meeting of the union held February 14.

Members of the Dayton Typothetae have formed a trade composition company for the purpose of doing machine composition for the trade. The firm name is The Typothetae Typesetting Company. The new corporation has capital stock of $10,000.

"The Sick Print Shop" will be presented by the Capital District Typothetae of Albany, N. Y., on the occasion of the convention of the New York State Typothetae to be held in Syracuse, March 10 and 11.

A meeting to organize trade printers of New York City was held Saturday, February 19, at headquarters of the New York Employing Printers' Association.

Going to Move? Then you'd better get someone who knows how to handle your equipment. You can't afford to take risks by hiring inexperienced men for the job. Machines used in the printing trade won't stand abuse, and when you have to lose time because of damage, besides the cost of repairs, it's a little too late to try to justify it.

WE ARE SPECIALISTS—HAVING MOVED SOME OF THE LARGEST PLANTS IN THE CITY

PRINTERS' MACHINE WORKS *Phone Main 1339* **130-132 S. Clinton St., Chicago**

Chicago Wage Scale Goes to Arbitration

Compromise Results When Employers Decide to Let Arbiter Fix Proper Wages

By C. J. NUTTALL, Managing Editor Ben Franklin Monthly

CHICAGO'S wage scale will be arbitrated. By vote of 76 to 63, members of the Franklin or closed shop division of the Franklin-Typothetae of Chicago, at 1 o'clock on Tuesday afternoon, March 1, decided to accept the request of the four major unions for arbitration of points in controversy.

After four weeks of argument between members of the scale committees of the Allied Trades Council and the Franklin division, during which a strike seemed inevitable, the news that an amicable settlement will result relieves the tension under which both employers and employes have been operating.

Agree to Accept Unions' Offer

The last wage agreement expired February 25. According to contract, wages in this city are based on a sliding scale of living costs as shown by index figures of the U. S. Department of Labor. A reduction of living costs within the last six months entitles employers to a scale $6.09 lower than the old one. Employers finally decided on $4.65 as a just reduction. This was rejected by union officials, who demanded arbitration. The employers agreed to arbitrate the amount of the wage reduction, but the unions demanded that arbitration take into consideration the wage scales fixed for the six-month periods ending February 25 and August 25, 1920, claiming investigation would show these to have been too low. This the employers refused to do at first, resulting in the unions passing a resolution, proposed by Mark M. J. Mitchell, vice-president of Typographical Union No. 16, at a mass meeting of three thousand employes held Sunday, February 27. This resolution calls for arbitration of anything the arbiter might decide upon. It reads as follows:

Resolved: That the unions' committee be instructed to propose arbitration with the employers on the basis that the arbiter (when selected) shall take into consideration and base his decision on any and all matters bearing on the controversy, as he may elect.

It was this resolution which was accepted by Chicago employers as the basis of arbitration.

Decision Within Month

Details of the arbitration and who the arbiters are to be will be announced within a few weeks. The entire issue will be laid before the board as soon as possible, and a decision is expected within a month. Both sides have agreed to abide by the decision of the arbitration board. This will be made up of five men. In the meantime, wages will continue at the old scale.

The scale which expired February 25, but which will continue until the board of arbitration makes its decision, fixes the pay of compositors at $51.00; that of pressmen at $52.00; that of feeders at $44.00 and that of binders at $46.50. The scale, with reductions as proposed by Chicago employers, would pay compositors $46.35; pressmen $47.35; feeders $39.35 and binders $41.85.

The Chicago controversy has attracted considerable attention throughout the country, since its results will determine the action of employers in other cities. In addition, it will determine whether or not the sliding scale of wages is feasible, and will have considerable influence on the 44-hour week issue.

Had a strike resulted it would have closed 265 union shops in the Franklin division and thrown out of work five thousand members of Typographical Union No. 16; twenty-seven hundred members of Franklin Union No. 4; sixteen hundred members of Pressmen's Union No. 3; eighteen hundred members of Bookbinders' and Paper Cutters' Union and twenty-four hundred members of Bindery Women's Union No. 30.

Unions Prepare "Defense Fund"

Chicago Typographical Union No. 16 voted February 14 to raise a defense fund, estimated at $100,000, for use in fighting for the 44-hour week when the issue arises in Chicago. This is to be done by levying a 5 per cent assessment on wages for twelve weeks, starting February 19. This is in addition to the present levy of 2½ per cent. The vote for the assessment was 2,745 for and 690 against.

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25 Per Cent Cut in Wages of New York Printers Asked

AFTER a conference February 24, in New York City, of commercial printing employers and officials of the unions, called to discuss a proposed cut in wages on April 1, E. A. Kendrick, president of the printers' league, stated that the present conditions in the industry and the downward trend in the cost of living justified a wage reduction of not less than 25 per cent. About 20,000 workers are employed in the industry. The union representatives did not indicate what action would be taken.

Six unions have agreements with the employers providing wage readjustments every six months, depending upon economic conditions in the industry and the cost of living. The annual payroll is approximately $100,000,000.

The Atlantic Ocean Beat Mrs. Partington

ON THE occasion of the great storm at Sidmouth, England, in 1824, a Mrs. Partington, who lived on the beach, was seen at the door of her house, trundling her mop, squeezing out the sea water, and vigorously pushing away the Atlantic ocean. The Atlantic was aroused; Mrs. Partington's spirit was up; but the contest was unequal. The Atlantic beat Mrs. Partington. She was excellent at a slop or a puddle, but should never have meddled with a tempest.

A sequel to this apologue is seen in the little shop impelled by greed to undertake tasks for which it has neither the understanding nor the equipment.

Moral: Be guided by your capacity.

—*The Marked Page, Smith-Brooks Printing Co., Denver.*

A. W. Canover, formerly of Elgin, Ill., has purchased a printing plant in Cedar Falls, Iowa, and will move there from Sumner, Iowa, where he now lives.

E. F. HAMM, President
T. E. DONNELLEY, Vice-President

DANIEL BOYLE, Treasurer
W. K. TEWS, General Secretary

THE FRANKLIN-TYPOTHETAE OF CHICAGO

ROOMS 1143-1146 MONADNOCK BLOCK

TELEPHONE HARRISON 6392

COMPRISING: FRANKLIN DIVISION, TYPOTHETAE DIVISION, MACHINE COMPOSITION DIVISION
BLANK BOOK, LOOSE LEAF AND RULERS DIVISION

PRINTING TRADES CREDIT ASSOCIATION: C. I. KAGEY, SECRETARY

Mr. Tews Assumes Duties as Secretary

W. K. Tews

MR. TEWS was introduced to the membership of the Franklin-Typothetae of Chicago for the first time on the occasion of the February meeting held February 24 at the City Club.

Meetings for the Next Month

Ways and Means Committee, March 14-28.
Catalog Group, April 5.
Program and Entertainment Committee, April 1.
Trade Matters Committee, April 11.
North Side Group, April 11.
Ad Composition Group, April 12.
West Side Job Group, April 12.
Executive Council, March 10-24.
Trade Rulers and Binders, March 10-24.
Education Committee, March 11.
Blank Book and Loose Leaf Division, March 15.
Calumet Group, March 15.
Credit Committee, March 18.
Label Group, March 28.
Northwest Job Group, March 28.
Law Group, March 22.
Commercial Group, March 22.
Cost Committee, March 25.
Central Job Group, March 25.
Trade Composition Association, March 8-15-22-29.

Venable Speaks to Chicago Printers

BRYANT VENABLE, secretary of the Whitaker Paper Company, Cincinnati, was the speaker at the February meeting of the Franklin-Typothetae of Chicago held the twenty-fourth at the City Club. His subject—"Selling Paper—Plus"—was well handled and brought out many practical ideas on the selling of printing. He was listened to with deep interest by several hundred Chicago printers in attendance. Others who spoke were Ben C. Pittsford, who urged members to signify their desires with reference to the institution of a newspaper advertising campaign to sell the Franklin-Typothetae to Chicago printing buyers and Mr. E. W. Kirchner, who stirred up considerable interest in the annual ladies' night of the organization to be held March 12.

"Sick Print Shop" Members to Tour Country

THERE is a possibility—and a very good one—that the Chicago cast of the "Sick Print Shop" will tour the country for two weeks some time within the next four months. F. W. Randolph, field secretary of the U. T. A., is arranging plans which will take in a number of the more important cities of the country, and where it will be possible to present the play. This is a part of the promotional work of the parent organization.

Association Adds More Men

C. E. PAYNE and V. O. Smith are recent additions to the Field Department of the Chicago Franklin-Typothetae. Both men are experienced in organization work and were, for a time, connected with the Y. M. C. A. Mr. Birt, who was connected with this department for several months, has resigned.

This "Dagclip" Memo

Just What You've Wanted

Handier than a note-book, far more attractive, this "Dagclip" Memo keeps paper always clean, always in place whether there's one or a score sheets left, no expensive perforated, punched or bound fillers necessary. The spring holds them in place and makes refilling easy. It's a case you'll be proud to carry. You can use it for cards, too, your own or others you want to keep.

Fabricoid Case, Nickel Clips, $1.75
Seal Grain or Morocco, $2.25
Extra Sheets, 30c per M
Name in Gold, 25c

National advertising is creating a large demand for the "Dagclip" Memo and dealers are requested to send for our liberal proposition.

Pat. Dec. 24, 1912-107929

D. A. Galantiere & Co., 732 Federal St., Chicago

Every Estimator and Layout Man
Should Have Our 12-Page

copy chart

The size is eleven by sixteen inches attractively printed; cover in three colors, inside in two colors. Shows 110 Linotype faces, 160 Monotype faces, machine-set, 5 to 18 point and twenty-one series of hand-set Monotype display, 14 to 36 point

Price Fifty Cents
Sixty Cents Postpaid

APPRECIATORY

THE INLAND PRINTER
Chicago

Thank you very much indeed for sending me a copy of the Superior Estimating Chart, on which I extend to you my heartiest congratulations. It is certainly something that every one having anything to do with printing should possess. Also it seems to me that it is something that should be a mighty fine piece of advertising matter for the Superior Typesetting Company. If it would not be asking too much I should like another copy for my department editor who handles the review of matter under the heading "Printer's Publicity". I know that he will be interested in seeing it and preparing a review of it, and I should like to have the other copy to keep in my own file.

HARRY HILLMAN,
Jan. 28, 1921 Editor Inland Printer

CHALLENGE MACHINERY COMPANY
Grand Haven, Michigan

We are pleased to acknowledge the receipt in good order of your new Superior Estimating Chart. The writer had thought that your former Chart was a mighty handy and valuable one, but the new one in pamphlet form has your previous effort beat a mile, and then some. It shows that you have gone to a lot of pains, time and expense to produce something that is especially valuable to any person who has to do with composition and casting up. We thank you for your kindness in remembering us with a copy, for we appreciate its usefulness.

A. W. MICHENER,
Feb. 17, 1921 Advertising Manager

SUPERIOR
TYPESETTING COMPANY, CHICAGO
HARRISON 2755 732 FEDERAL ST

Men in the Trade

Norman T. A. Munder

Written for Ben Franklin Monthly *by John T. Hoyle, Head of the Department of Printing, Carnegie Institute of Technology.*

BALTIMORE is noted for many things. It is known everywhere as the Monumental City, because of its many monuments, chief among which are the Battle Monument, the monument to George Peabody, America's first millionaire-philanthropist, and to Francis Scott Key, the author of "The Star-Spangled Banner."

The city is the seat of the great Johns Hopkins University, the Peabody Institute, the University of Maryland, and a number of dental, law, art, and medical colleges of the highest repute. Baltimore ranks as the fourth seaport in tonnage in the United States.

Here, during the War of Independence, the Continental Congress, frightened from Philadelphia in 1776, sat for several weeks in a little hall near the corner of Liberty and Baltimore streets.

Here, too, in 1827, the Baltimore & Ohio Railroad Company was formed—the first railroad company in America—and Peter Cooper showed his faith in the infant enterprise by building its first locomotive.

In 1860, all three of the candidates opposed to Lincoln—Douglas, Bell, and Breckenridge—were nominated in Baltimore, and, to preserve the poetic unities, here, four years later, President Lincoln was nominated for a second term.

To the long list of things in which Baltimore stands pre-eminent, she has added another, and to us printers, a still greater distinction. And that is, that here is located a print-shop whose product takes precedence wherever exhibited, for its sheer beauty of typography, its superb presswork, and all those other things which together go to make up what we are wont to call a perfect piece of work.

At the exhibit of the American Institute of Graphic Arts, recently held in New York City, the grand prize, the gold medal for the best specimen in the exhibition, was awarded to the Norman T. A. Munder & Company of Baltimore, for a book printed for Mortimer L. Schiff.

And six years ago, at the Panama-Pacific Exposition at San Francisco, the international award for beauty and utility of printing went to this same company. Some distinction, to be sure—and the end is not yet. The Norman T. A. Munder & Company organization has been in existence, continuously, for more than a third of a century. The three principal members are still with the organization—all young, all healthy, all enthusiastic craftsmen, whose days are likely to be long in the land.

Norman T. A. Munder & Company are specialists in whatever printed material so interests the customer that he desires to see it produced in the best possible manner. The job may take the form of a fine book, a magazine, catalog, house organ, announcement, letterhead, or even a postcard or a label. But whatever it is that comes to them receives loving attention and is printed as well as they know how.

The central figure in the Norman T. A. Munder & Company organization is of course the man himself—the livest 53-year-old youngster it has ever been my pleasure to meet.

Norman Munder is an idealist; but while his head is among the clouds, his feet are firmly planted on terra firma. He is an idealist who likes to see his ideals take tangible form. He is the most exacting of men, but his severest criticism is of himself. In his work, he lives and moves and has his being—and in this glorification of his work he is himself glorified and rejuvenated and transfigured.

Mr. Munder's enthusiasm is infectious—proving that good things are catching as well as bad. His men love him as an elder brother. In the Munder shop there is no discipline apparent, no factory supervision, no wearing off of the face of the clock, for every man in the organization is conscious of his personal responsibility, respect himself, is proud of his job, and has all the time in the world to see that what he does comes up to his own ideals. He is in love with his work—and when a man loves his work, you can confidently look for a masterpiece.

The watchword of the Norman T. A. Munder organization is *care*. Nothing is ever "good enough"—it has to be right, or it doesn't go. Every man is engaged in a healthy rivalry, or emulation rather, of who best can serve. Small wonder is it therefore that spoilage is between one and two per cent.

It is this cameraderie, this esprit-de-corps, this intimate association of master and man that is, I believe, the secret of the success of the Munder organization. Mr. Munder is the very soul of appreciation; he is intensely interested in his own work and at the same time loyal to his men and their interests.

Money comes to him, and plentifully, because his heart is in the work, and perhaps according to the law that he who gives great service gets great reward.

If ever you are within a hundred miles of Baltimore, it will pay you to make a little journey to the home of Norman T. A. Munder & Company, on the twelfth floor of the Coca-Cola building, where light abounds and every prospect pleases—you'll be as welcome as the flowers in May, whether you stay one day, two days, or three. And you'll come away, as I did, with the thought in the back of your head that here is a man who has achieved success because he has deserved it.

Some one of these fine days, Yale or Harvard, if Johns Hopkins or the University of Maryland doesn't beat them to it, will honor itself and the greatest printer in America, by conferring on Norman T. A. Munder the Doctor's Degree—for, I verily believe that, more than any other man of his time, he has contributed most to the advancement of the art preservative in these United States—and when I say the United States I mean the world.

Does Billboard Advertising Pay?

Continued from page 20

passengers during the last four, three or two years. They have also instituted their campaigns at a time when it is almost impossible to build prestige, or at least make prestige bring in work for the presses. The older users have become established and are now reaping the results of sowing extending over a long period of time. All firms covered in this survey are fairly busy, which should be attributed as much to the progressive policy of the houses, which extends to the sales and production departments as well as to that of advertising.

Answering the question of "Does it pay?" it would seem the answer is "Yes," providing the experiment is gone into sufficiently. It does not bring "direct returns," but it does stabilize, build prestige, introduce salesmen, and prompts users to be classed as "progressive." And it does make the customer already entered on the books more satisfied that his printer is one of the "live ones."

Insurance

You don't need any insurance on your trade ruling and binding when you send it to members of the Employing Trade Rulers' and Binders' Association of the Franklin-Typothetae of Chicago.

The fact that the following firms are members of this division and of the Franklin-Typothetae of Chicago is all the insurance you need.

DIRECTORY OF MEMBERS

Aggerbeck Ruling & Binding Co. ..... 107 N. Market St.
J. A. Burrows & Co. ..... 310 S. Canal St.
Caxton Ruling Co. ..... 508 So. Dearborn St.
John H. Daly ..... 300 W. Grand Ave.
C. J. Farwell Co. ..... 626 So. Clark St.
Gould & Eger ..... 157 W. Monroe St.
J. L. Harding Co. ..... 102 N. Wells St.
Harris & Walker ..... 167 W. Monroe St.
C. F. Kuhlow ..... 714 So. Dearborn St.
Fred C. Laukert ..... 712 Federal St.
Harry F. Little ..... 521 W. Monroe St.
Mortell & Co. ..... 626 Federal St
Oconto Mfg. Co. ..... 525 So. Dearborn St.
Reding & Hauser ..... 621 Plymouth Ct.
Frank J. Stadtfeld ..... 542 So. Dearborn St.
Stoll & Westerlin ..... 416 So. Dearborn St.
Trade Ruling & Binding Co. ..... 607 So. Dearborn St.
F. M. Volkert Co. ..... 117 N. Wells St.
Weber & Bloom ..... 422 So. Dearborn St.
Weil Bros. & Co ..... 416 So. Dearborn St.
Western Book Bindery ..... 732 Federal St.

Are you now giving your work to members of this Association? If not, why not?

NEWS *from*

MINNEAPOLIS and the NORTHWEST

Gathered by
MINNEAPOLIS TYPOTHETAE
304 New York Life Bldg.
H. S. HODGES, *Executive Secretary*

The printing trade of the northwest generally is invited to make use of the office of the Minneapolis Typothetae for any information or service that it may desire relative to the printing business.

The Dunwoody Industrial Institute of Minneapolis is doing some very valuable work. In addition to regular classes in composition and press work, it is now operating ten Linotype machines for instruction purposes. Through co-operation with the Minneapolis Typothetae the Standard U. T. A. estimating course is being given. The instruction given in all these subjects is thorough and should be taken advantage of by all employing printers of this city.

Hour costs for December, 1920, based on returns from 40 Minneapolis plants, show the following as the recommended selling prices:

Hand composition	$3.85
Linotype	4.00
Monotype keyboard and Monotype caster	6.00
Jobbers, 10x15, hand feeders, per M impressions	2.15
Jobbers, Universal	2.75
Jobbers, mechanical feeders, per M impressions	2.15
Cylinders, all sizes	4.75
Cutter	3.25
Folders, hand feeders	3.50
Folders, mechanical feeders	4.10
Ruler	3.25
Men's hand bindery	2.75
Girls' machine bindery	2.50
Girls' hand bindery	1.40

The Minneapolis Typothetae is organizing its activities for better co-operation along the principle of the group plan. It now has four groups—the cylinder group, job group, machine composition division and trade rulers and binders' division. Production and cost data is being prepared for each of these that will be of inestimable value. It can be secured from the secretary of the Minneapolis Typothetae by any printer interested.

F. W. Randolph, field secretary of the U. T. A., will be in Minneapolis March 21 to start a campaign for more active co-operation between the U. T. A., and the local division. Mr. Randolph will assist with problems concerning trade relations and cost work. Further announcement will be made later.

Joseph A. Borden, former secretary of the U. T. A., and now director of service for the American Writing Paper Company, will address Minneapolis printers early in April.

W. K. Jeffrey, president of the Minneapolis Typothetae, reporting on the St. Louis conference held February 3, has sent out the following letter to local printers. The full text of the resolution adopted at this meeting will be found on another page:

I am writing this letter to describe somewhat the doings at the labor meeting in St. Louis.

The meeting convened at 10 o'clock on the morning of February 3, with an attendance of about 167 members, which was increased very considerably by noon. The middle west was well represented.

The very quiet condition which exists in the printing trade in Minneapolis, I found was general over the entire west; all kinds of printing orders having been cut down to the smallest point, owing to the high cost of printing and the fact that the price of printing has not receded as other merchandise has.

The forenoon of the meeting was taken up with addresses by printers from various points. The writer, representing the Minneapolis Typothetae, spoke for a few minutes on conditions as they exist in Minneapolis. Before the adjournment for lunch the resolutions committee was appointed to compile a set of resolutions representing the feeling of the meeting as expressed by the various speakers. I was appointed on this committee, and after two hours' argument, the resolutions above mentioned were passed and submitted to the full body. After considerable debate they were adopted by all the printers present, and signed so that there could be no mistake as to their intention. The debate on the resolutions was principally on the point whether a committee should be appointed to go to Indianapolis to lay before the heads of the various unions the position we were taking, and ask them to have their local bodies take another referendum vote, the feeling being that if this vote was taken the national unions would have to recede from their position. This amendment was defeated.

I believe this covers pretty well all that happened. I wish to say that all the printers whom I interviewed while in St. Louis were very positive in their declarations that rather than go to the 44-hour week they would close their plants.

The Minneapolis Typothetae is taking a definite stand for the continuation of the 48-hour week after May 1. This stand is considered the only possible one, in view of existing conditions in the industry. To present the situation to printers of the northwest in its true light, the organization has sent out a pamphlet in which is embodied the following salient paragraphs:

It is an undisputed fact that the public generally is demanding increased production at decreased cost. In face of such an attitude the printing industry is certainly not warranted in taking a stand as being the single industry to disregard such demands.

Recently a report has been circulated and given wide publicity among the typographical unions that the United Typothetae of America looked with favor upon a shorter work week. The United Typothetae is not in favor of diminishing the working hours per week. Their position is unequivocally stated in resolutions passed at the 1919 and 1920 national conventions, and since by resolutions adopted at the St. Louis conference, and at similar meetings at other points covering the entire country.

The position taken by the Minneapolis Typothetae is set forth in a resolution adopted at the December meeting of the organization with but three dissenting votes.

Be it resolved by the Typothetae operating in Minneapolis that we go on record as protesting against the most unreasonable demand for a 44-hour week in our industry, and hereby pledge ourselves to resist by all honorable means, to the limit of our ability and resources, any further reduction in the hours now worked in the various departments of the plants we represent.

The Minneapolis Typothetae is closely affiliated with other employing organizations throughout the United States, and is in a position to know that there is almost universal opposition to a shortening of the hours as proposed by the typographical union and affiliated organizations.

The Minneapolis Typothetae has presented its views and made a fair statement of facts so that there may be no misunderstanding as to just where the employing printers of Minneapolis stand with respect to the 48-hour week.

William J. Eynon, president of the United Typothetae of America, will address Minneapolis printers on March 11, under the auspices of the local Typothetae.

UNITED STATES AT LARGE

Asserting that the Schumert-Warfield-Buja Company, printers and stationers, 417 Camp street, New Orleans, is insolvent, cannot pay its debts or taxes, is without credit, and is being grossly mismanaged, Albert J. Buja, an officer of the company, recently filed a petition for the appointment of a receiver. The company is one of the largest in New Orleans.

The Hastings (Mich.) *Journal-Herald* has been consolidated with the Hastings *Banner*. The Hastings Printing Company will hereafter devote itself entirely to a general job printing business.

A new printing plant is being erected by the Lafayette Printing Company, Lafayette, Ind. The building is to cost $60,000, exclusive of equipment.

The Indianapolis Printing Company, Indianapolis, has filed a preliminary certificate of dissolution with the secretary of state.

A meeting of Michigan state printers was held in Kalamazoo February 22 for discussion of a policy on the 44-hour week.

HAMMERMILL BOND
"The Utility Business Paper"
SEND for a set of portfolios that will help you sell more printing.
HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

Bermingham & Prosser Company
PAPERS
KALAMAZOO, MICHIGAN
501 Fifth Avenue, New York City 10 South La Salle Street, Chicago

MILWAUKEE and WISCONSIN

The Milwaukee Typothetae has again demonstrated its power to do things in a big way. On February 17 the comedy drama, "The Sick Print Shop," was presented under its auspices at the Pabst theater, Milwaukee, and the play is still the talk of Milwaukee printerdom.

Thomas S. Quin, a former Milwaukee boy, as Tom Peabody, and Marion S. Burnett, as Jim Wetmore, of the firm of Peabody & Wetmore, were stars of the production, but to say that they were stars does not detract from the performance of the other original members of the cast who were present and played their parts exceedingly well.

E. J. McCarthy, of the Smith-McCarthy Typesetting Company, Chicago, was exceedingly clever in the role of A. Klose Byer, as was F. W. Randolph, field secretary of the U. T. A., as X. Ray, and R. B. Nelson, of Magill-Weinsheimer Company, Chicago, as Dr. Mendahl Leaks, and James H. Rook, of the James H. Rook Company, Chicago, as D. Lux Kustomer.

Mention of the cast would be incomplete without notice of the part of the stenographer, Miss Ima Swift, played especially well by Miss Charlotte Stevens of Chicago.

The Pabst theater was well filled, approximately 1,400 being present with delegations from Chicago, Racine, Kenosha, Waukesha and Fond du Lac. The receipts from the house were in excess of $2,000.

Particular credit for the successful production of this play is due to Oscar Loewenbach, chairman of the entertainment committee. Mr. Loewenbach worked hard and made all his captains do likewise. Nevertheless, he still wears a broad smile—a little broader, perhaps, because some of the members thought it couldn't be done.

After the play the entertainment committee gave a banquet at the Hotel Blatz, to all members of the cast, their Chicago friends and members of the drive committees, 102 people, sat down to an excellent midnight dinner. Mr. Loewenbach presided as toastmaster very happily and various members of the cast and committee responded to requests to speak. With the fine dinner, music by an excellent orchestra and dancing, the occasion was made a very happy one—one that the printers of Milwaukee and their friends will long remember.

The regular monthly meeting of the Milwaukee Typothetae was held Tuesday evening, February 8, at the Hotel Pfister, Vice-President Gillett presiding. Guests of the evening were W. R. Joyce, of *The American Printer*, and D. C. Gerard and W. C. Knoelk of the Sheldon Schools.

President Rotier gave a short address on the subject of Typothetae Ethics, driving home the great need that all members of the Typothetae observe the principles of the Typothetae code of ethics in all dealings. Mr. Rotier's talk was very excellently represented and well received.

W. C. Knoelk, representing the Sheldon Schools, gave the principal address of the evening on the subject of "The Success Formula." His theme was the science of successful man and business building, and was most ably developed and presented. His talk was received, perhaps, more enthusiastically than any other talk that has ever been presented to the Milwaukee Typothetea.

Following Mr. Knoelk's able address the educational committee of the Milwaukee Typothetae has worked out a plan to supplement the educational work that the Typothetae is doing in estimating and salesmanship through co-operation with the Sheldon Schools. Arrangements for this part of the work are in the hands of Mr. Gerard, Milwaukee representative of the Sheldon Schools, who is co-operating with Secretary Penhallow.

The E. P. Hoyer Company recently installed a new Miehle cylinder.

At the annual meeting of Milwaukee Typothetae, early in January, Martin Rotier, its president, was presented with a handsome watch as an appreciation of the high regard in which he is held by the membership, and in recognition of the invaluable services he has rendered the organization in its early stage of formation. Mr. Rotier has been untiring in his efforts to advance the cause of the Typothetae, and the success of the Milwaukee branch is in large measure due to his zeal.

E. G. Myers, manager of the typesetting department of the Trade Press Publishing Company, in collaboration with Paul C. Treviranus, has revolutionized the old Sayers Typesetting Company, which the Trade Press company acquired last August. Since December 1 two additional Monotype casters and a Model Nine Linotype have been added to the equipment. Six Monotype casters, three keyboards and seven Linotypes now are kept busy, in addition to a large makeup department. Thirty persons are employed.

Walter Wallick, who has been associate editor of *The Inland Printer* for the last eighteen months, resigned from that position February 12 to become manager of the printing department of the Wisconsin Rapids Tribune Company, Wisconsin Rapids, Wis. Mr. Wallick's task will be that of building up the commercial printing department of the Tribune company.

Trade conditions in Milwaukee are about on a par with other large centers of printing. Business has not been of the best, yet all plants seem to have kept moving along at a comfortably busy clip since January 1. An optimistic air pervades printers' gatherings that the year will round out a good one.

Noble T. Praigg, director of advertising of the U. T. A., was in Milwaukee Tuesday, February 22, to meet with the members of the publicity committee on the future advertising policy of the Milwaukee Typothetae.

NUZUM ELECTROTYPE COMPANY
FORMERLY LAUDON-NUZUM
ELECTROTYPING
WAX RULING
STEEL CUTTING DIES
CURVED PLATES
133-135 MICHIGAN STREET
MILWAUKEE, WIS.
PHONE BROADWAY 1279
MATRICES
STEREOTYPING
BOOK PLATES
EMBOSSING PLATES

CHARLES S. UTZ, President and Treasurer
WALLACE P. ALLEN, Vice-President and Secretary
MILWAUKEE PRINTERS' ROLLER CO.
PRINTERS' ROLLERS
and Tablet Composition
Printing Machinery
Office Room 24, Evening Wisconsin Bldg.
MILWAUKEE, WIS.

When quality is the first thought of your customer—

When he says, "Get that out in the best possible shape and as soon as possible—"

When you know that it's quality first, last and always that he demands—

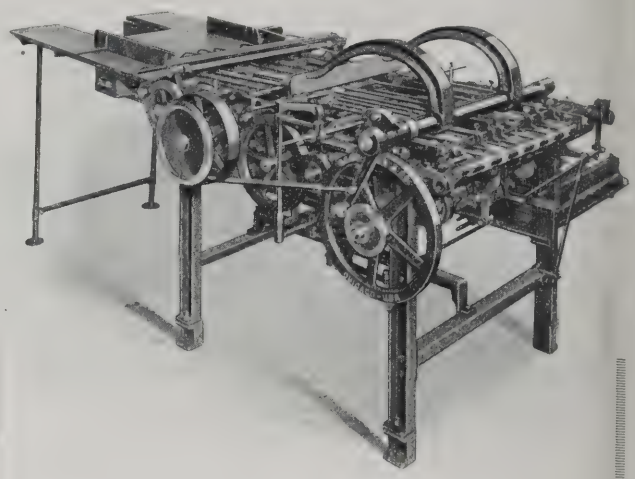
To whom do you turn for your

Linotype
Monotype
and Make-up?

Why, to one of the following firms, of course!

A. R. Buckingham.....15 So. Market St.
Champlin & Co., Linotypers.....172 W. Washington St.
Chicago Typesetting Co....727 So. Dearborn St.
Empire Linotyping Co.....730 N. Franklin St.
Englewood Typesetting Co.....540 W. 63rd St.
Kerr-Whitmire Typesetting Co..732 Sherman St.
Kilgore Linotyping Co.....326 W. Madison St.
Chas. L. Just Typesetting Co...218 So. Clark St.
M. & L. Typesetting Co.....4001 E. Ravenswood Ave.
Mathews Typesetting Co.....626 Federal St.
Perfection Linotyping Co...720 So. Dearborn St.
Quality Typo Co.....542 So. Dearborn St.
S-K-H Typesetting Co.....149 W. Ohio St.
Smith-McCarthy Typesetting Co.....508 So. Dearborn St.
Standard Typesetting Co.....701 So. LaSalle St.
Superior Typesetting Co.....732 Federal St.
Walden Typesetting Co....720 So. Dearborn St.
Woodlawn Typesetting Co.....1221 E. 63rd St.

They're members of the Chicago Trade Composition Association, a branch of the Franklin-Typothetae Guarantee enough!



Sooner or Later They Invariably Come Around to the

Anderson

It may seem a peculiar thing, but ANDERSON HIGH SPEED FOLDERS are bought by men who have been all around the circle in the still hunt for better equipment. The fact is, you can't make the circuit of the modern printing plants or binderies without bumping right into the ANDERSON.

There's one right near you, let us tell you where.

C. F. Anderson & Co.

3225 CALUMET AVENUE, CHICAGO

Phone Douglas 536

Motive Power for Your Presses—Ideas

Continued from page 36

some merchant and they could be used by other merchants if presented to them. This may be worked out in every line of business endeavor. When some good idea is clipped that has been used successfully by a grocer in Dowagiac, Michigan, and you present it to some good live grocer in your community it may be just the thing he is wanting and you make a sale and win a good customer. Or it may be some idea an insurance agent out in Los Angeles, California, has found especially good advertising and you present the idea to a live-wire insurance man in your town. He hooks up with the idea and a sale is made. Or it may be in the hardware business, the furniture business, jewelry, music, or any of the other twenty or twenty-five businesses in which men are engaged in your community. A small act of service in this line often wins for the printer an account running into thousands of dollars annually. Advertising men are constantly on the lookout for new ideas and suggestions and such service rendered them by the job printer would be sure to result in securing their business.

The job printer should not be satisfied merely with the business that comes to him but he should go out after more. He should apply salesmanship and "sell" his line the same as others are selling theirs. To do successful selling it must always be remembered that the prospective customer is interested in your line only for what it will do for him. Therefore, the job printer should always keep in mind the prospective purchaser's viewpoint and when approaching him with his proposition he should stress what his proposition will do for his prospect.

Thus, when he has stumbled on to some good idea, he should select the most likely prospect for this idea, prepare his sales talk to fit his prospect and then approach him, playing up what the idea will accomplish.

Merchants will appreciate this service and they will tell their friends and business acquaintances of it. As a result, sales will begin to climb upward. Then when inventory time comes at the beginning of a new year, sales will have gone over the top in splendid shape.

A Steak That Paid For Itself

Continued from page 27

got through the medium which they read so carefully every night, your menu card. Instead of saying: 'Sirloin steak, $1.50,' let's say, 'A perfect steak, $1.60,' or 'The best steak you ever ate, $1.75.' Something of that kind. You've got the goods, and that is all that is necessary to successful advertising."

It was a winning argument and a winning proposition. Menu cards can be helped with a little human interest, just as almost any other piece of printed matter can be improved by the same formula.

All of this merely means that the printing salesman studied another business from his own viewpoint. Any printing salesman can do the same thing with any business.

Vitality Like an Indian

CALUMET NON-MELTING ROLLERS

Purchase Winter (CalCo) Rollers

and insure yourself against Roller trouble next summer.

CALUMET ROLLER COMPANY

Phone Englewood 8734 6310 Wentworth Ave., Chicago

FOR SALE

All in First-class Condition

1 Cottrell & Babcock Stop Cylinder Press—Takes sheet size 21 x 34 inches. Speed, 1,000 impressions per hour.

1 Hall Rotary Two-Revolution Printing Press—With Pile Delivery and Slitter Bar. 68 inches between bearers. Printing surface, 65 x 46 inches. Inking cylinder and fountain are removable.

1 T. W. & C. B. Sheridan Embossing Machine No. 81—Takes sheet size 25 x 32 inches.

Price and detailed information furnished upon request.

UNITED STATES PRINTING & LITHOGRAPH COMPANY

CINCINNATI, OHIO

Service to Printers

Call

Harrison 18 *for*

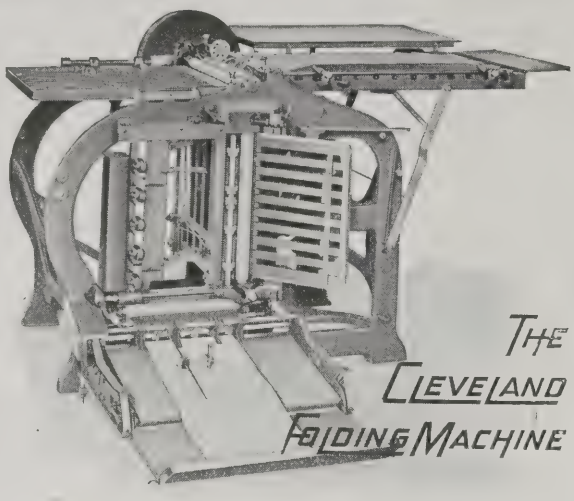
THE LATHAM WAY

Patent Bases and Register Hooks.
Steel Cabinets on Casters for Patent Base Equipment.
Hancock Perfecting Lineup Machine.
Mashek Form Trucks.
Gas Burners for Cylinder, Job and Kelly Presses.
Rouse Paper Lifts.
Iron Furniture.
Steel Interlocking Furniture.
Riebe Quoins, Keys and Guides.
Electric Welded Steel Chases.
Superior Chase Locks for Cylinder Presses.
Rouse Roller Cooling Fans for Miehle Presses.
Wesel Diagonal Groove Final Bases and Hooks.
Potter and Poco Proof Presses.
Slauson Cylinder Press Locks.
Morgans & Wilcox Job Locks.
Cylinder Press Seats.
Page Fountain Dividers.
Warner's Roller Trucks for Job Presses.
Rouse Mitering Machines.
Rouse Tympan Holders for Pressroom.
Shute Planes for Beveling and Undercutting Patent Plates.
Hoerner Combination Shute Board and Type-high Machine.

Latham Automatic Registering Co.

Chas. J. Kanera, Gen. Mgr.

608 S. Dearborn Street, CHICAGO, ILL.



The Heart of the Bindery!

There he stands, autocrat of the bindery, vanguard of bindery profits; proud of his position, sure of his future.

The "Cleveland" is truly the heart of scores of the best binderies; so versatile and accurate as to be almost human with a pulse that beats rapidly and with confidence that every pulse-beat means another accurately-folded signature and a little more profit for his master.

He glories in his work and knows no play, for his owner knows that no matter what kind of folding job is to be done---be it large or small, complicated or simple --- the "Cleveland" will get on the job quickly, without fuss or feathers *and do it.*

He is so nearly human in his capabilities that most owners class him as a good salesman because he helps to get business, and makes certain that the profits will be right.

You need a fellow like this to work for you

The CLEVELAND Folding Machine Co.

GENERAL OFFICES AND FACTORY
CLEVELAND

NEW YORK ..... Aeolian Building
BOSTON ..... 101 Milk Street
PHILADELPHIA ..... The Bourse
CHICAGO ..... 532 S. Clark Street
SAN FRANCISCO ..... 824 Balfour Bldg.

OLD ABBEY BOND

"The Ideal Paper"

Just enough rag and extra strong sulphite to make the best paper on the Globe for the money.

Sold in Cases Only

In all sizes and weights
In white only
watermarked

Price 19c

W. M. Pringle & Co.
Incorporated
Howard and Crosby Sts.
NEW YORK

Makers of Bond Papers Exclusively

DETROIT

W. C. Richards

The beat-back to full dinner-pails has not begun here in any earnest, noticeable way as yet. While there is a slightly increased demand for catalogs and photo-engravers have been able by persistent advertising to weather the sharp-toothed economic reefs without much worry, a survey of printing establishments shows that more men right at this time are being laid off than are being taken on.

There is a return of bustle in certain industrial plants, but there are still such concomitants of depression as an abundance of beggars, a bread-line here and there in front of the business house of some benevolent restaurateur—Detroit has a unique one in a foreign-born man who in eight years has advanced from one end of the bread-line to the other and is now feeding in his restaurant 150 men free a night—and a general hesitancy among business truth-tellers to make any kind of a guess as to when people will begin to carry their pocketbooks again—and carry money in them.

The labor barometer of the employers' association shows a net decrease of 2,219 men for the week ending February 15. The aggregate working force of the 79 firms reporting in was 49,526, as against a peak of 225,000. Thirty-six shops of the association are working on reduced schedules, employing 32,649 men on an average of 37 hours each a week.

As this is written, a motor body company, normally employing 5,000 men, and shut down for some time, announces it will immediately resume work with a force of from 1,500 to 2,000 men to fill an order for Henry Ford for sedan bodies. The knife is being applied to wage scales.

The dispute between the Detroit newspaper publishers and printers which went to the international arbitration board at Indianapolis, following appeals by both sides from the ruling of local arbiters, is still unsettled. The international board, which was expected to reach a decision by February 18, at the latest, announced itself deadlocked on that date. In consequence the matter will hang fire another 30 days, when the board will again come together and appoint a seventh arbitrator to sit in its councils.

Joseph S. Gagnier has bought out his partner and the old firm of Liggett & Gagnier will be known in future as the Gagnier Printing Company, with Mr. Gagnier's son associated with him in the business.

The transformation of the Marquette building into an office building exclusively will compel the removal of the Everton Engraving Company, on April 1, to the Kerr building. The removal benefits the Everton Company in that the new quarters have adequate space for a six-camera plant, as against four-camera accommodations at present.

Detroit Typothetae Office Manager

Lawrence J. De Ferie

Lawrence J. De Ferie, formerly with the Detroit Motor Products Company as employment manager, has been engaged as office manager of the Detroit Typothetae-Franklin Association, with direct supervision of collections, credits, employment and waste paper.

Pupils taking the Detroit Adcraft Club's advertising course were addressed on the 23rd by George K. Hebb, of Evans-Winter-Hebb, Inc., on "Art," Vernon Everton on "Principles of Display," and Walter G. Huetter, of the Michigan Electrotype and Stereotype Company on "Proper Use of Electrotypes."

An instant affirmative comeback has followed the circulation of a questionnaire by the Typothetae-Franklin Association as to the wisdom of continuing the long price list. No sales talk appeared on the 113 inquiries sent out. The postcard read:

"Conditions have arisen which require an immediate declaration of the attitude of Detroit printers on the long price list. Please check your desire, affix your signature and drop this card in the mail at once. Do you want the long price list continued in Detroit?"

In the first return mail were 66 replies 60 for, 6 against. Since then twenty more have been received without one negative. The vote is taken as vindication of a policy that has been in force in Detroit eight years. It is understood the system is being inaugurated in Buffalo, Columbus and Milwaukee.

The joke seems on the jokers. Misinformed friends of Vernon Everton, of the Everton Engraving Company, have made him the target of a super-calendared and bond bombardment asking his presence at countless father and son meetings. It is a baby girl, however. Mary Elizabeth was born to Mr. and Mrs. Everton on Feb. 6.

Peter Schotanus, Wayne Colorplate Company, has been elected chairman of the Detroit Photo-Engravers' Club, succeeding C. D. Butterfield. Jack McCloud, of the Carter-McCloud Company, is the new vice-chairman.

The Michigan Photo-Engravers' Association held their quarterly meeting and elected officers at Palestine temple on the 26th.

February will make May step fast to equal it as a moving month. Duncan & Ferschneider removed from 94 West Fort street, where they had operated for thirteen years, to 222 West Congress street, owing to the transfer of the old building to new ownership. The Jefferson Printing Company has moved from 1042 Cass avenue to more commodious quarters in the Ryerson building. Anchor Press has opened a model plant that fully deserves the adjective, at West Grand boulevard and Fort street.

George Heintzman, missionary of Dexter Folder, American Writing Paper and so forth, addressed the February dinner meeting of the Typothetae at the Hotel Cadillac on "Mechanical Standardization in the Printing Industry."

W. Guy Martin, former secretary of the Detroit Typothetae, has resigned as secretary of the Cincinnati Typothetae.

THE UNION PAPER & TWINE COMPANY DETROIT

RADIUM BOND
(WATERMARKED)

A rag-fibre bond of quality at a reasonable price. It has the crisp crackle and strength so noticeable among the high-priced bonds.

It has a distinctive cockle finish that makes attractive letterheads and business stationery. Has perfect printing and lithographing qualities.

Carried in stock in white from Substance No. 13 to No. 24.

WE ARE MICHIGAN DISTRIBUTORS FOR
The West Virginia Pulp & Paper Company's
"MILL PRICE LIST" PAPERS

WITH OUR ADVERTISERS

Prince of Wales Picks Up Hot Slug

The issue of the London *Times* of January 8th presented a very interesting article on the visit of the Prince of Wales to the London *Times* plant. That portion of interest to our readers is as follows:

"His Royal Highness showed a great interest in the typesetting machines. He first had a look at an Intertype machine, which casts each line on a solid slug, from a metal pot containing molten lead, after the words are tapped out on the keyboard. He wished to pick up a line fresh from the machine, but found this too hot to hold, and as a compromise inspected more closely a cold slug offered by the engineer. Then came a number of questions as to the difference in principle between the Intertype and the Monotype.

"Watching the first machine the Prince was able to follow the complete procedure required to produce the line of type in metal. Monotype operators worked at a keyboard in much the same way as their fellows who were busy at the bigger and more elaborate machine, but had nothing more to show than pneumatically perforated ribbons of blue paper, similar to, but much narrower, than rolls of pianola music. The mystery was solved when the party moved on to the casting room, where the ribbons were passed through a machine which cast the type, producing separate characters adjusted in lines. It was explained that the type so delivered was only once used, and was, therefore, always clean cut, a marked improvement being obtained in this way over the old hand-setting process, which required that the same type should be used time after time until it became so worn and blurred as to be of no further value."

National Blue Book Out

The 1921 edition of the National Printing Trades Blue Book, published by A. F. Lewis and Company, 608 South Dearborn street, is being distributed. The book contains the names of all manufacturers of printers' supplies and local supply houses, including paper and machine composition concerns. It is invaluable and should be in constant use among printers. The information is listed alphabetically, geographically, and according to class of supplies handled.

New Home of C. F. Anderson Company

The C. F. Anderson Company, manufacturers of Anderson high speed folding machines and Anderson bundling press, recently moved to its own building at 3225 Calumet avenue, Chicago. Production in the new plant has been increased 100 per cent to meet the demands for the company's product.

Consistent Output of Linotypes

That orders for Linotypes continue to be filled with the least possible delay is evidenced by the consistent output of composing machines from the Linotype factory in Brooklyn, N. Y.

In a recent week fifty-one Linotypes were shipped from Brooklyn to printing and publishing concerns in various parts of the United States. To the Wabash (Ind.) *Times-Star* were shipped two Model 8's; to the Philadelphia (Pa.) *Inquirer*, two Model 14's; to the Louisville (Ky.) *Courier-Journal*, one Model 14 and five Model 8's; to the Los Angeles (Calif.) *Examiner*, two Model 8's and two Model 9's; to the Los Angeles *Herald*, one Model 9 and four Model 18's, and to the Los Angeles *Express*, two Model 9's and six Model 8's.

Designs New Cabinet

C. J. Kanera, general manager of the Latham Automatic Registering Company, Chicago, has designed a new storage cabinet for patent base and register hook equipment, which can be moved to any part of the plant as the material is needed. The cabinet fills a long-felt want among commercial printers.

Vogel and His Twenty-Six Year Lino

When we learn that a journeyman printe has invested more than twenty-five years o service with one company, we naturall feel that something unusual has happened and when it becomes known to us that composing machine has been in continua operation in one printing plant for mor than a quarter of a century, we appreciat the fact that something worth considerin has taken place. But when we learn tha that person and that machine have a ver close relationship—that those more tha twenty-five years of service invested by th former have been put in in operating th latter, we at once realize that a rare an unusually interesting combination o events has come about.

For twenty-six years Ernest Vogel ha been operating the same Linotype in th plant of the Owensboro (Ky.) *Messenge* Several other and more modern Linotype have been installed by that paper in re cent years, but Vogel (now and for som time past the mechanical superintendent o that plant) continues to manipulate th keys of the sturdy old "mill" on which h served his apprenticeship.

Recently there was featured on the fron page of the *Messenger* an illustrated write up of Vogel and his Linotype. And in th story was emphasized the point that the at tachment between the two "personalities" is just as strong as ever.

Quick-Set Enters Third Year

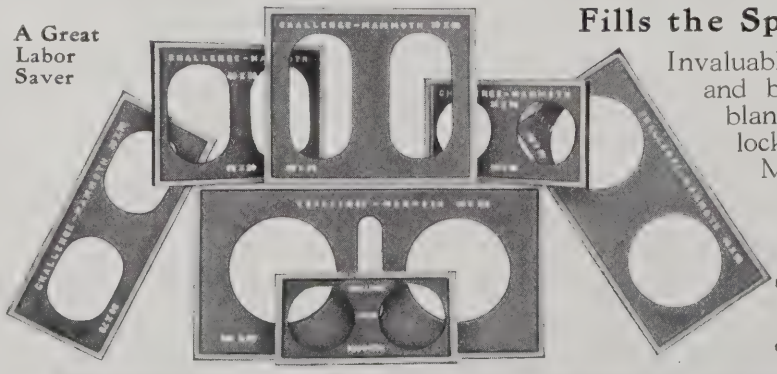
The Quick-Set Compound Company, o which Benjamin Link is president, an nounces that it is entering its third year a manufacturers of Quick-Set Compound The company is proud of the success it ha had with its product, and the endorsemen received from the largest printing plants i the country.

Obtains Margach Agency

F. A. Trittipo, manager of the Econom Products Company, 66 West Harriso street, has obtained the Chicago agency fo the Margach Metal Feeder. Hawkins & Loomis, Champlin Law Printing Compan and E. J. Nickerson have equipped thei typesetting machines with Margach feeder

Challenge Mammoth Iron Furniture

A Great Labor Saver



Fills the Space Quickly and Accurately

Invaluable for large, open forms, such as loose-leaf and blank-book work, blank pages in forms, blanking out in color and folding box forms, locking small forms on cylinder presses, etc. Made in sixty-three handy sizes, from 15x15 to 60x120 picas. Indestructible, easy to handle and light in weight.

Send for prices and list of sizes

The Challenge Machinery Co.
Grand Haven, Michigan
Chicago, 124 S. Wells St. New York, 71 W. 23rd St.

See our exhibit at the National Printing and Allied Trades Exposition, 12th Regiment Armory, New York City, April 25th to 30th.

THE FUCHS & LANG MFG. CO.

Inspiring Confidence and Making Good.

"We have been using, as you know, a special ink for our Kelly and Cylinder Presses, and after scouring the country and in many instances paying three times the price and not getting near the results that your inks have been giving us."

The ink for the Kelly and Cylinder Presses as quoted above is our RUTHERFORD FORTY. We are receiving many such letters and feel confident that all printers would write the same if they would but use our inks.

TRY THE RUTHERFORD FORTY
At Forty Cents Per Pound in 25 Pound Lots or More

The Fuchs & Lang Mfg. Co.
Finest Printing and Lithographic Inks
Bronzing Machines
119 West 40th Street, NEW YORK CITY
120 West Illinois Street CHICAGO
142 North Fourth Street PHILADELPHIA
Factories: Rutherford, N. J.

The Money Saving Service

LLOYDS APPRAISAL COMPANY
CHICAGO
U.S.A.

LLOYDS PREDICTION
"A HAPPY NEW YEAR"

Printers are going to make good money in 1921

We want a piece of it!

All who love a truth teller write us.

LLOYDS APPRAISAL COMPANY
TRANSPORTATION BUILDING, CHICAGO
BRANCHES:
CLEVELAND, DETROIT, MEMPHIS, PITTSBURGH, ST. LOUIS AND DES MOINES

Now for a Fresh Start

MANY believe the change of government will bring about considerable improvement in business conditions. If too much is expected or not the future will determine. Anyway, there is going to be a demand for a lot of printing and we are ready to do our full share in giving first-class work at fair prices. Continuing to employ experts in all parts of our plant and to keep equipment up to the highest standard of efficiency is to your advantage if we serve you.

CALL, PHONE OR WRITE

Peterson Linotyping Company

523-529 Plymouth Court, Chicago

Telephone Harrison 6280 *PRIVATE EXCHANGE TO ALL DEPARTMENTS*

TORONTO

The latest survey of the Canadian printing trade to be undertaken is at Hamilton, Ont. The work is under the direction of J. W. Strong and G. E. Phillips of the U. T. A.

One of the best known figures in the printing trade in Ontario passed away at his home in Toronto a few days ago in the person of Sam Haddon, who for nine years had been the financial secretary of the Toronto Typographical Union and who, for years, practically controlled the organization's political affairs. As a young man he worked on several Western Ontario papers and for two years was president of the Toronto Typographical Union, as well as an international officer, having been the international delegate to the Trades and Labor Congress. He was 63 years of age and a man who was held in high esteem by the printing fraternity.

The Nelson Press, Limited, is the latest lithographing and printing firm to be organized in Toronto. A charter just granted also authorizes the company to engage in the stationery and paper business. The provisional directors are Benjamin Luxenburg, John Richard Huffman and Maxwell Aiken.

Following an illness of over two years' duration, William Thompson died at his home in Toronto a few days ago. The deceased was president of the firm of Thompson & Son, Limited, lithographers, Pembroke street. He was one of the oldest and best-known lithographers in Canada. He was born in Montreal 62 years ago.

Fred Cowle, who for the past ten years has had charge of the job department of the MacLean Publishing Company, Toronto, has accepted a position as superintendent of the Fullerton Publishing Co., in this city. The firm will do its own mechanical work, the advertising section having been put in first. Pressroom equipment will be added later.

Harry West, formerly with Blackalls, Toronto, has gone to Merritton, Ont., as superintendent of the printing department of the Lincoln Paper Mills. He has already purchased considerable equipment for his department.

Many friends in the printing trade in Toronto and elsewhere will be interested in learning that I. R. Knowlton, formerly secretary of the Toronto Typothetae, is now connected with Joseph A. Borden, formerly secretary of the U. T. A., who has recently taken charge of the service department of the American Writing Paper Company at Chicago.

W. A. Sutherland, secretary of the Toronto Typothetae, attended the meeting of the Secretary-Managers' Association held in Nashville, Tenn., on January 24 and 25.

At a recent meeting of the Toronto Typographical Union, the book and job scale committee was instructed to negotiate with the employers for a new scale of wages to replace the present scale which expires on May 31. George Murray resigned as recorder and was elected secretary-treasurer. Walter H. Williams was elected recorder and George Cassidy, vice-president, to succeed Mr. Williams.

A dance signalized the completion of the Murray Printing Company's new six-story building on Spadina avenue, Toronto. It also marked the twenty-eighth birthday of the company. The new building is splendidly equipped throughout with the most modern and up-to-date machinery obtainable, with rest rooms and other conveniences for the employes. During the gathering a handsome portrait in colors of the founder of the firm, the late James Murray, was presented to Douglas Murray, the present head of the concern. Presentations were also made to Harry Baird and John McMahon, who have been with the firm since its inception.

There were 207 accidents in printing shops of Toronto during the past six months and a large majority of these were due to unguarded machinery. This fact was made known at a meeting of the printing trades class of the Accident Prevention Association held in Toronto a few days ago when it was decided to recommend that all small presses, such as Gordons, should be equipped with proper screens or guards.

"I feel so strongly about this organization that I would rather cancel my fire insurance than cancel my membership. I could buy another plant but not another organization," said William J. Eynon, president of the United Typothetae of America and vice-president of the Federal Bank of Washington, in an address before the Toronto Typothetae at its last regular meeting. Alluding to the fact that some printers invest a portion of their money outside of their own businesses, he remarked: "Very few businesses pay so well. If you make twenty per cent on your own business it is about as attractive an investment as you have a right to expect."

The advantage of the Typothetae was shown by the fact that whereas two years ago the western district of Pennsylvania did a business of something over $10,000,000, with a profit of a little over $100,000 or one and two-tenths per cent, since the formation of the Typothetae the printers in that district last year made a profit of one million dollars, or over 16 per cent for those shops which had adopted the cost system. Wherever the U. T. A. work has been carried on the printers have been prosperous.

Referring to the convention to be held in Toronto next October, he said he thought it would do the American members much good. "You up here know more about affairs in the United States than we in the States know about you. A lot of our people have never been to Canada. This is going to be a revelation to them."

In the international organization there are now over 5,000 plants, Mr. Eynon said. He knew of no organization that had spent so much on educational work. He pleaded for confidence, co-operation and courage in the organization to prevent price cutting. "I make a distinction between price cutting and price reductions. There are going to be some reductions you can make because the price of paper has been reduced and you will have the opportunity now—probably it will never come again in our industry in our lifetime—of being able to reduce your prices without cutting. We want to establish a price level that will be fair to ourselves and to our customers and give us a profit. If you don't embrace the opportunity now, I doubt if you will ever have it again."

Mr. Eynon said that in Washington printers had passed the slump and the current of business was turning. After stating that Washington printers did five million dollars' worth of business last year on which they made a million dollars, he said: "If our business drops to four millions, let us make sure that we make our normal profit of twenty per cent. I think we are entitled to twenty per cent on our sales. The risk warrants it." He mentioned the fact that while in 1918 the average profit of Washington printers was seven and four-tenths per cent, those who had the cost system made twenty per cent.

The City Clerk's Department in Toronto, which lets the tenders for city printing, has advised the various departments to expect a fifty per cent increase in the cost of printing and paper this year. The printing bill for last year reached $50,000. This year the cost will be $75,000 or more and it is expected that letterheads and other sundries will add $25,000 to the bill.

Western Ontario is now organized into a Typothetae of that name, the branch having been launched at a meeting at Kitchener held on January 14.

Organized to engage in a general printing and publishing business and with power to deal in and manufacture books and counter check books, the Western Sales Book Company, Limited, has been granted a Dominion charter for the purpose of taking over the Winnipeg Sales Book Company and the western sales book businesses of the F. N. Burt Company of Toronto and the Appleford Counter Check Book Company of Hamilton, Ont. The company is putting in a modern plant at Winnipeg which will be in operation some time in February. It will be in charge of Theo. K. Pickering, formerly of the Appleford Company, who is president and general manager of the Western company. It is capitalized at $350,000.

Perfect Register, Easily and Quickly Attained—Surely Retained!

The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System

goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

Are you worrying along with a fifty per cent system? Reasons why the Warnock plate-mounting devices are superior to all others are given in a comprehensive book, "Foundation Blocks of Good Printing," sent free upon request to

THE PRINTING MACHINERY CO. 505 Fisher Bldg. CHICAGO — Main Office and Factory 412 East Sixth Street CINCINNATI, OHIO — 45 W. 34th St. NEW YORK

"MASTER PRINTERS"
Acknowledge it to be the Best

"QUICK-SET"

THE COMBINATION COMPOUND

ANTI-OFFSET, INK SOFTENER AND SAFE DRYER

FOR PRINTERS AND LITHOGRAPHERS

THE UNIVERSAL INK REMEDY

"WHAT IT DOES"

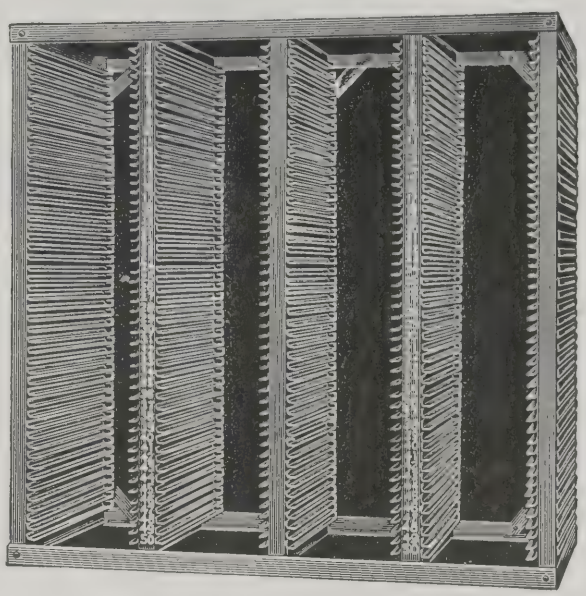
It makes the ink set quickly
It stops ink picking
It assures clean printing
It eliminates offset
It prevents sheets sticking
It works in all colors

"Quick-Set" Compound Helps Production

Manufactured by

QUICK-SET COMPOUND CO.
Phone Rockwell 790
3113 W. Roosevelt Road CHICAGO, ILL.
BRANCHES:
New York Pittsburgh, Pa. San Francisco

ALL METAL
Galley Cabinets and Galleys



Capacity 200 Galleys. 8¾ x 13 inches.
Floor space 13½ x 46 inches.
Built for your requirements. Safe and convenient storage.
ENAMELED BLACK OR OLIVE GREEN

Illinois Stamping & Mfg. Co.
Phone Main 3119 542 West Jackson Blvd.

M. Goldschmidt & Co.

PRINTING PRESS EQUIPMENT
FURNISHED AND INSTALLED

GENERATORS
MOTORS
— Bought, Sold, Rented, Exchanged

ARMATURES
STATORS
ROTORS
— Rewound

COMMUTATORS
COILS
CARBONS
— Made

IF IT IS SERVICE YOU WANT
WE CAN GIVE IT TO YOU

538 South Clark Street Chicago
TELEPHONE HARRISON 6057

FRANKLIN PRINTING PRICE LIST

NOT a mere "guide to estimating" but a practical and comprehensive Price List covering eighty per cent of commercial printing.

The weekly service gives valuable information as to market changes.

The 60-day Guarantee Offer Should Interest You

PORTE PUBLISHING CO.
R. T. Porte, President
SALT LAKE CITY, UTAH

CLEVELAND

The annual meeting of the Cleveland Graphic Arts Club was held at the club rooms February 14.

The O. S. Hubbell Printing Company, 648 Huron road, reports February business taking on new life.

The Corday and Gross Company are well equipped in their new quarters at 1751 East 24th street. This firm is now prepared to do all kinds of job work.

The Union Paper and Twine Company, St. Clair avenue and West Second street, is doing a big business throughout Ohio. Sales for the first eight weeks of 1921 have been big.

During a recent strike of printers at Marietta, Ohio, the *Register-Leader* and the *Times* combined such forces as could be gathered and issued from the *Register-Leader* office a joint paper, called the *Register-Leader-Times.*

Lank M. Smith, for many years head of the Bucyrus, Ohio. Publishing Company, owners of the *Daily Forum* and *News-Forum,* has disposed of his interests and retired. Thomas A. Cooper, Allen Markey, and others acquired the stock transferred.

The Taylorite, published by the members of the Taylor Mutual Benefit Association of William Taylor Sons' and Company, one of Cleveland's biggest department stores, is a model house organ. The typographical appearance, illustrations and general make-up are splendid.

The Ohio *State Journal* has moved into its new modern home in Columbus. Governor Harry L. Davis started the presses on which the first issue of the *Journal* was printed in its new quarters. Robert Wolfe, owner, also owns the Columbus *Evening Dispatch,* which has a separate home.

Reports from Cleveland indicate business in the Forest City, while not equal to that of ten months ago, is at least brisk enough to keep the presses running. The story is told of one printer who recently landed a job calling for fifty thousand letterheads printed on bond paper selling for fifty-seven cents a pound.

The Cleveland Printers' Club, which has been located at 717 Superior avenue, has to hunt new quarters because the block in which the club was formerly located is being torn down to make way for a $10,000,000 home for the Federal Reserve Bank of Cleveland and the Cleveland Discount Company's new 20-story skyscraper.

The annual meeting of the Columbus Typothetae was held January 10. Election of officers resulted as follows: S. U. Robinson, Champlin Printing Co., president; R. D. Cott, Cott Printing & Index Co., first vice-president; H. T. Phillips, Phillips Printing Co., second vice-president; Carl Crossland, Franklin Printing Co., secretary-treasurer; Alvin S. Dunbar, manager.

Samuel Johnson, the oldest continuous employe of the Cleveland *Plain Dealer,* of Cleveland, is now serving his 55th year, although he has not actively done any work in the composing room for several years. He is hale and hearty and is seen about the office almost every week. One of his "jobs," as he calls it, is to look after sick members of the paper's mutual benefit organization.

Ohio newspaper men and printers are much interested in *The Ohio Newspaper,* a monthly issued by the department of journalism of the Ohio State University, in Columbus. The paper is "devoted to the interests of newspaper making" and its affiliated interests and is full of live notes about publishers and men who have made their way from "composing room to editorial tripod."

The mechanical workers of the Cleveland *Plain Dealer* which is adding a new building to its home erected a decade ago will welcome the completion of the structure—a duplicate in size of the original six-story building. New equipment, including more Linotypes, will be added to the *Plain Dealer's* mechanical outfit when the new structure is completed. The steel structure and some of the exterior walls are up. When the composing room is readjusted the paper will have one of the best in the country.

The Premier Press, which operates in East Eighteenth street, is constantly expanding its service and adding new specialists to its corps of writers. Miss Eleanor Farnham, editor of the house organ for the H. Black Company, ladies' garment manufacturing concern, is now on the staff of the Premier Press. In addition to editing the Black house organ, "*The Wooltex News,*" Miss Farnham looks after publicity work for the Cleveland Garment Manufacturers' Association, composed of forty-two firms producing $80,000,000 worth of women's apparel annually.

Construction work on the new $1,000,000 building being erected by the Penton Publishing Company, facing the Mall site, on the Lake Erie front, is being pushed with great rapidity. This plant is the largest of its kind in Cleveland and will be equipped with every known facility for handling big jobs. The building will house all the publications—press equipment and editorial offices of the Penton publications, conducted by John A. Penton. The Penton Press Company, as well as the Penton Publishing Company, of which Mr. Penton is president, and all the publications thereof have outgrown their quarters in the Penton building, East Twelfth and Chestnut streets. The publications include *The Foundry, Marine Review* and *Iron Trade Review*—all authorities in their respective lines. J. R. Dawley is president of the Penton Press Company.

Professor Eldon L. Usry, of the industrial department of the Ohio State University, and Paul C. Carty, foreman of the office of the University Press, have been telling Ohio employing printers how to get more printers. Professor Usry says the public schools and technical schools are doing good work in training young printers, as is the Smith-Hughes law. He suggests the extension of this effort as one of the best ways of beginning the instruction of all around printers, explaining that "learning the job" generally results in making a "specialist" out of a boy. Mr. Carty is an experienced printer and instructor in the Columbus, Ohio, Trades School. He says he knows of a dozen good printers in Columbus, the direct result of training they got in trade schools. He says the "manual training method" means little to the composing room, but the training in technical schools by real craftsmen is effective.

Louis Rasch, chief of the correction bank of the Cleveland *Plain Dealer,* had a dual celebration, or anniversary, February 15, when he was 62 years of age. He then started on his thirty-seventh year as an employe of the *P. D.* composing room.

"And I'm good for 36 years more," Louis said. "Why should I retire? I feel just as good as I ever did except for a tinge of rheumatism."

Asked what he would do if he had his life to live over, he replied:

"I'd be a printer. It's been more fun than work, and every day has been interesting."

Louis was office boy for the late Edwin Cowles, editor of the *Cleveland Leader,* when James Garfield, afterwards president, was a plain congressman. One day Louis went to a hotel to get a grip belonging to Garfield, who tipped the boy a quarter.

"What did you give that boy a quarter for, Jim?" growled Cowles. "Don't you know I pay him a salary for his work?"

Mr. Rasch has helped the *P. D.* develop from a four-page hand-set daily, with a circulation of 3,000, run off on an old four-cylinder press to the present modernly printed paper.

"In common with all other printers, I trembled when the first typesetting machines were used," said he. "We all thought we were going to lose our jobs, and we breathed sighs of relief when the first machines failed. We were all wrong. Eventually the Linotype proved its worth and we did not lose our jobs. I never learned to operate a machine, although it has made possible the modern metropolitan daily newspaper."

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N. Y. Starts Drive for Apprentices

Continued from page 35

the many advantages of the printing trade, for it is certainly on a higher plane than ever before and if we can convince the fathers of New York to this effect I do not believe that we shall have any trouble in filling all the classes to capacity.

"The Board of Education has assured us that when this is done the city will be more than glad to employ additional instructors, and if necessary establish additional classes."

In addition to the classes mentioned above there is also a school for composition operated by the united support of the union and employing printers and the Hudson Guild, where union apprentices are given training.

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St. Louis Convention Prepares Fight On Short Week

Continued from page 24

lapsed into the old ways. The situation has improved lately, however, and we are getting better results."

George B. Gannett, secretary, said the men were "quite cocky" during the war period and that discipline was lax. "Efficiency at best in a print shop is about 78 per cent," he said. "We are at present getting only six chargeable hours out of the eight-hour day. The other two hours are wasted in the natural order of things, but chiefly by the workmen. Theoretically, they wash up on their own time, but literally they do not and they are responsible for a good deal of wasted effort. Conditions are improving and we hope soon to get back to a normal basis."

When informed of the charge that there had been lax discipline and inefficiency, Charles Hertenstein, president of Local No. 8 of St. Louis, International Typographical Union, said: "The charge is too ridiculous to merit consideration. The employers are very cocky now. They have raised a lot of money, are making a lot of threats, and are talking war. It is all propaganda to bias the public and camouflage to divert attention from the juicy prices they are getting for printing. We are not talking war and do not want to fight, but we are not going to side-step any assaults, be sure of that. We will show at the proper time that their claims that the 44-hour week would increase printing prices 20 per cent are false. There has been no decline in efficiency and they cannot prove it."

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AT BOTH ENDS OF THE PRINTING CENTER

U. T. A. Brings Profit to Pittsburgh

ONE of the most remarkable examples of the results of organization work was revealed in the survey of the printing industry at Pittsburgh just finished. The figures cover a resurvey of 118 commercial printing plants, remaining in business out of 127 surveyed in 1919.

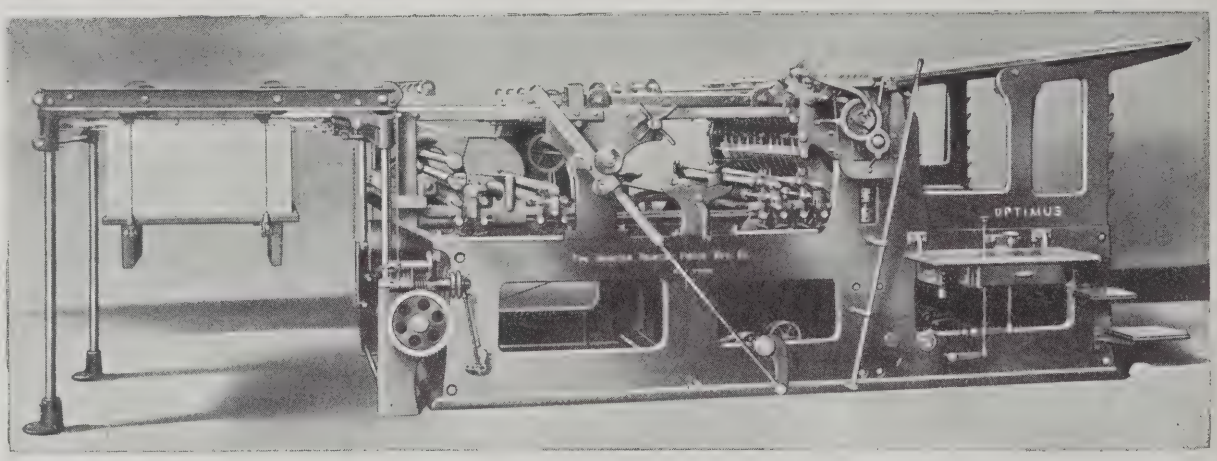
The annual business had increased from $4,034,593 in sales to $7,976,085—nearly double the former figure.

The year's profits had increased from $107,013 or 2.7% of the cost in 1919 to $1,068,792 or 15.5% of the cost during 1920.

These results show conclusively what can be accomplished by such productive organization work as that which the U. T. A. is doing. The results shown above are largely the effect of operating with the Standard Cost System, the U. T. A. Standard Price List (Typothetae Standard Guide) and of carrying on many of the other activities in the U. T. A. program.

Comparison of commercial plants surveyed in 1919 that are still in business and covered in this new survey, 1921:

Commercial plants only:	127 1919	118 1921
Mechanical investment.....		$2,642,415
Mechanical payroll.....	$1,056,365	2,056,581
Overhead expense.....	1,405,367	2,138,844
Material used.....	1,465,848	2,711,868
Total cost.....	$3,927,580	$6,907,293
Total Sales.....	4,034,593	7,976,085
PROFIT	$ 107,013	$1,068,792
Percentage of profit on cost...	2.7%	15.5%



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VOL. XVIII APRIL, 1921 No. 7

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Ben Franklin Monthly

Published for the Employing Printers of the United States and Canada

Vol. XVIII *20c the copy* APRIL, 1921 *$2.00 the year* No. 7

On to Chicago!!

"On to Chicago" has been taken as the slogan of the Chicago Club of Printing House Craftsmen which is promoting the Graphic Arts Exhibit to be held in Chicago the last week in July.

And "On to Chicago" it should be

Every employing printer in the country should make plans at once to attend this exhibition. The attendance of master printers should be the largest ever.

Every machinery manufacturer and supplyman of any importance in the industry will have exhibits—many of them showing the actual operation of their product. Just to see the most improved machinery, the most efficient methods, the best ways of producing better printing—this in itself will be a liberal education in the art of printing.

The advantage of such an exhibit as the Chicago Graphic Arts Exposition comes from the fact that it is possible to see in one or two days what it would otherwise take a year to see if the home plant or office of each exhibitor were to be visited. It also enables one to compare and test the claims of rival manufacturers.

Make "On to Chicago" *your* slogan for July 23rd. The Coliseum will assume the aspect of a printing laboratory on that day and you'll want to be on hand to see the tests and experiments made.

"*On to Chicago*" by all means.

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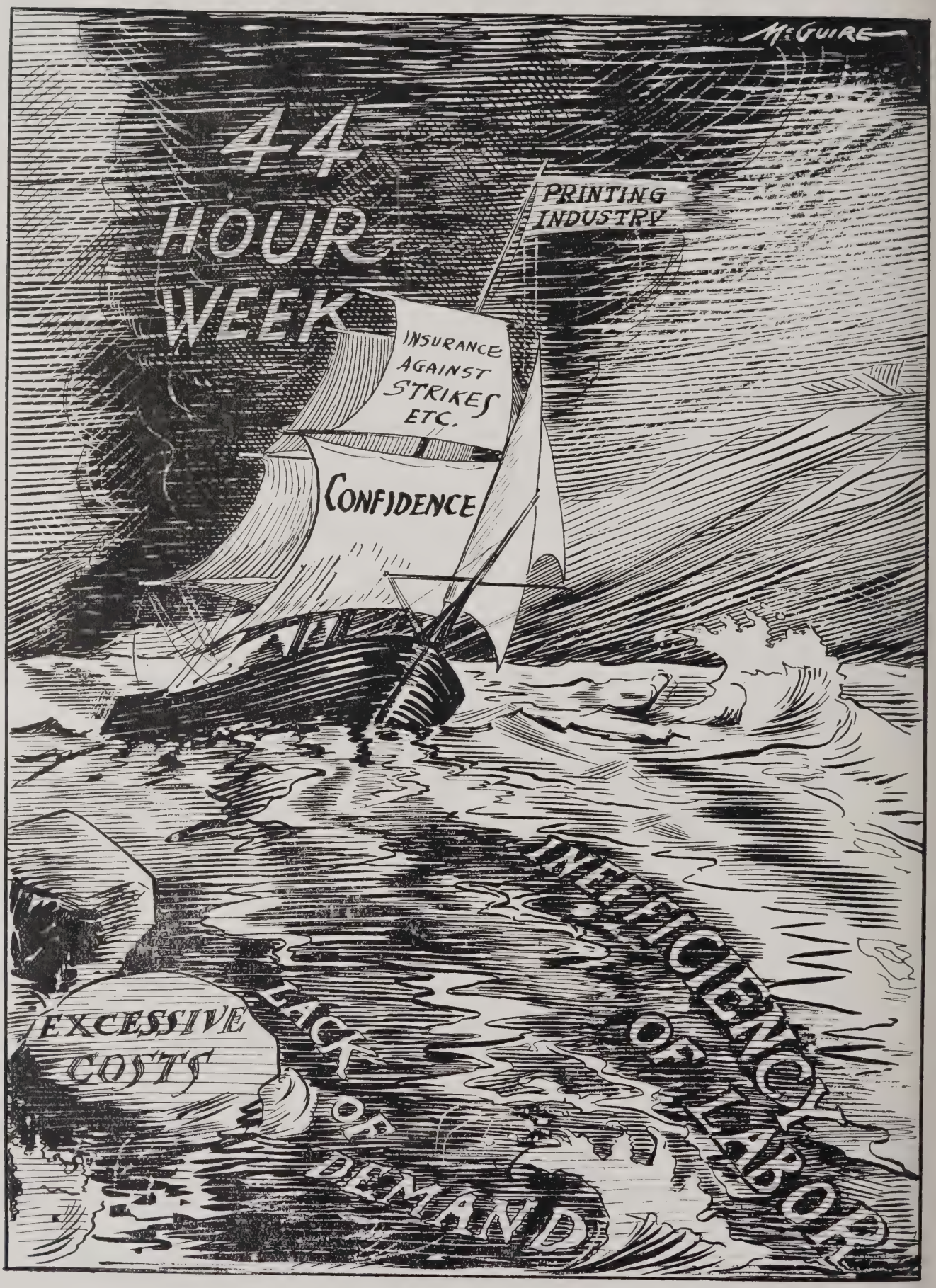
Make Sure the Sails are Strong Enough



—Drawn for Ben Franklin Monthly by McGuire.

18 Apr 1921

"No 44-Hour Week," Say Employers

Nation-wide Conferences Show Owners Will Fight Union Demands to Last Ditch. Public to Be Arbiter

By J. N. CLIFFORD

LESS than a month away—May 1—will it bring the 44-hour week or is the old order to remain? Employers say the 44-hour week is not to be. Labor leaders say it must be. May 1 will have to answer for itself. In the meantime, both sides are girding themselves for what promises to be one of the greatest economic struggles in the history of the printing trade.

On the employers' side the culmination of months of preparation came March 30, when representatives of 5,034 commercial plants from all sections of the country met in Cincinnati to form the Forty-Eight Hour League of America—a national organization of employing printers operating both closed and open shops. A similar organization of Pacific Coast employers was formed in Fresno, California, almost a month previous. On March 24 employers of Salt Lake City and Ogden, Utah, announced that the "American Plan" of employment would be put into effect when the present agreement with the unions expires. This means that the "open shop" will prevail in all printing plants of the two cities. These moves are indicative of the attitude employers throughout the country are taking. Local, state and national organizations of master printers have met innumerable times within the period since last September and April 1. The consensus of all these meetings has been that to meet demands of the unions at this time means business suicide.

"Production cannot be cut through shorter hours and demand must not be lessened through increased prices," say employers. "Therefore, we cannot agree to the 44-hour week."

These two factors—less production and increased cost—are responsible for the united front with which employers are facing union labor.

One result is already apparent. The open shop movement is gaining increased strength all over the United States and Canada. In those cities where it has been agreed to cut the work week four hours, employers are restive and many are resigning from the employers' associations so that they will not have to live up to the agreement signed by those bodies. There is nothing to prevent these members from withdrawing from the organizations, for, as E. A. Hendrick of the employers' association of New York City recently said of the situation in that city: "The members of the Printers' League will live up to the terms of the contract with Big Six and the other unions, but there is no way in which any firm can be kept in the League against its owner's will, which is only favorable when such membership seems worth while. If production costs are so high that business dwindles and the printer can reduce those costs by withdrawal from the League to run an open shop, we can offer him no inducement bright enough to recompense financial suicide."

Meanwhile, the unions are not inactive. "Defense Funds" are being raised in practically all cities whether the issue affects that community or not. State and district conferences of labor men have stated the position of labor as that of an organization pledged to "fight to a finish" for the 44-hour week.

From the attitude of both sides it would seem that May 1 will usher in an interesting period to the onlooker and a serious one to the printing trade. However, the printing trade has reached that degree of importance where there can be no disinterested onlookers, for the public will be vitally affected by the decision reached. The unions in the printing trade have long been leaders in the labor world and the success or failure of their demands will be felt in the labor problems of every other industry dealing with organized labor. This is over and above the direct result of increased prices which will follow should the short week be granted.

Just what this increase in cost of printing will be has been worked out by various statisticians. The increase in the wage scale of Atlanta, Georgia, compositors alone has been determined as $73,216 a year. Using the same method of computation, we find the increase in the mechanical payroll of Chicago compositors would amount to $2,762,500 a year. An amount almost as large would be added through the increase in the scale of pressmen, binderymen and women and others employed in the trade. To pass this amount on to the public when the trend of prices is downward is impossible. The plants themselves cannot stand it. The answer is a fight for life on the part of plant owners.

Aside from the direct increase in wages which would result from the grant of 48 hours' pay for 44 hours of work, there enters another element in the cost of production—the relation of the number of hours worked to those hours which are nonproductive. This has been worked out by W. R. Colton, director Department of Research, U. T. A., as increasing hour costs 10.54 per cent.

Can the industry stand this 10.54 per cent increase together with an increase in wages equal to approximately 9.2 per cent or a total of almost 20 per cent in the cost of production? Can your plant stand it? Other employers say no and that *no* also stands as their answer to the request for a 44-hour week.

Pass BEN FRANKLIN MONTHLY Around

After Reading, Forward to:	√		√
		Return to:	

Country Acts On The 44-Hour Week

Chronological Survey of Situation Shows Cities Unitedly Opposed to Reduction in Working Hours

September 15.—United Typothetae of America, meeting in St. Louis, passes resolution as follows:

Whereas, There has been misrepresentation and misunderstanding as to the position of the United Typothetae of America upon the question of granting a forty-four hour week May 1, 1921; now, therefore, be it

Resolved, That the thirty-fourth annual convention of the United Typothetae of America in convention assembled restate unequivocally its disapproval of any reduction in the present working hours, and recommends to its members that they resist any attempt to enforce such a reduction except where such reduction has already been agreed to by contract.

November 8-9.—One hundred fifty printers in Seventh District Typothetae, meeting in Springfield, Ohio, pledge district to resist any effort to enforce 44-hour week.

November 12-13.—Central Western Conference of Photo-Engravers, in Chicago, adopts following resolution:

Whereas, The adoption of the 44-hour week in our industry was largely predicated on the adoption of the shorter work week on May 1, 1921, by the printing trades generally,

Be it Resolved, That in case the 44-hour week be not generally adopted by the printing trades on May 1, 1921, our representatives on the Joint Industrial Council be instructed to reopen the matter of the length of the work week.

November 18-19.—Lithographers' Co-operative Association, meeting in Chicago, after discussing demands of Amalgamated Lithographers of America, passes resolution censuring labor leaders and opposing attempts to institute shorter work week.

November 29.—Southeastern Typothetae Federation, assembled in convention in Atlanta, adopts following resolution:

Resolved, That we, the Southeastern Typothetae Federation, in convention assembled, unalterably oppose the demand for shorter hours, maintaining that there is no reason for such demand, from the standpoint either of over-production or surplus help.

Resolved Further, That we unqualifiedly indorse the resolution adopted by the United Typothetae of America in convention at New York, condemning in emphatic terms the attempt to curtail production.

December 9.—Meeting in New Orleans, attended by 95 per cent of closed shop owners in city, appoints committee to treat with New Orleans Printing Pressmen's Union to formulate a contract which will not include 44-hour week.

December 10.—Employing printers of Memphis, Tenn., meet to take action on resolution passed in Atlanta on November 29. Committee appointed to present resolution to Memphis Chamber of Commerce in endeavor to show business men desirability of acquainting buying public with reasons why Memphis printers support resolution in opposition to 44-hour week.

December 11.—Conference of 700 New England master printers in Boston adopts following resolution:

Resolved, That we, the employing printers of New England, in conference assembled this eleventh day of December, 1920, state unequivocally our disapproval of any reduction in the present working hours, and recommend that all printers in New England resist any attempt to enforce such a reduction except where such reduction has already been agreed to by contract.

December 13.—International Printing Joint Council meets in Atlanta for discussion of labor problems, including 44-hour week.

December 17.—Connecticut printers, meeting in New Haven, pass resolution as follows:

Resolved, That we, the employing printers of Connecticut in conference assembled this 17th day of December, 1920, state unequivocally our disapproval of any reduction in the present working hours and recommend that all printers of New England resist any attempt to enforce such a reduction except where such a reduction has already been agreed to by contract.

December 21.—Fargo-Moorhead, N. D., Typothetae adopts following resolution:

Resolved, That the Fargo-Moorhead Typothetae records its protest against the unreasonable demand for a forty-four hour week in our industry and hereby pledge ourselves to resist by all honorable means to the limit of our ability and resources any reduction in the hours of the standard working week.

January 4.—Fox River Valley Typothetae, meeting in Green Bay, Wis., adopts resolution opposing 44-hour week.

January 6.—Employing printers from St. Louis, Omaha, St. Joseph and Kansas City, meeting in Kansas City, unanimously adopt resolution as follows:

Resolved, That we, the employing printers in this Conference assembled state unequivocally our disapproval of any reduction in working hours or production and recommend that no contracts be made in any branch of our industry beyond April 30, 1921, the date set for the inauguration of the forty-four hour week, that may tend to reduce the weekly working hours, and that every honorable means be adopted to relieve our industry from a shortening of the hours of work or a reducing of production.

January 19.—At a special meeting of the Typothetae of Rhode Island resolution is passed condemning shorter working week.

February 4.—Representatives of 1,215 plants in Central West pass resolution at St. Louis conference as follows:

Resolved, That we, the 1,215 employing printers in convention assembled, unalterably and unequivocally pledge ourselves not to accede to the demand for a forty-four hour week at any time; and further that we pledge ourselves not to make any local or individual contracts with any employe or group of employes on a basis of less than forty-eight working hours per week.

February 4.—Baltimore Typographical union sends notice to employers that after May 1 wages will be increased $10 a week and hours reduced from 48 to 44. Baltimore City Printing & Binding Company cuts wages of employes 20 per cent. Employes refuse to accept cut.

February 5.—G. P. Nichols, chairman Baltimore Typographical Union scale committe declares 42 concerns have signified intention of granting $10 increase and 44-hour week.

February 7.—St. Joseph, Mo., master printers issue statement endorsing steps taken at St. Louis for prevention of 44-hour week.

February 8.—Master printers of Central Illinois agree in meeting at Bloomington to accept under no conditions the proposal for a 44-hour week in the job printing industry.

February 9.—Employing printers of Texas confer at Dallas and pass resolution as follows:

Resolved, That we invite the co-operation of the employing printers and publishers of every section of the United States, in formulating plans and methods for resisting any further restrictions of production or increase of costs thereof, and to this end we pledge ourselves to support such plans and methods when agreed upon by the representatives of the majority of the printing interests of the country; and be it further

Resolved, That we specifically, unalterably, and unequivocally declare that we will oppose the adoption of the forty-four hour work week in the printing trades.

February 10.—Springfield, Mass., employing printers pass resolution stating disapproval of any reduction in working hours, calling on New England to resist any attempt to enforce such a reduction except where contracts allowing reduction have already been made.

February 12.—Rock Island, Ill., employers refuse to accept any proposition other than one now in force with Tri-City Typographical Union No. 107. Unions ask for increase of $5.60 for a 44-hour week.

February 12.—Delegates representing employes in 45 unions in Ohio meet in Columbus, Ohio, where demand for 44-hour week is reaffirmed, threatening to quit work May 1 unless demand is granted.

February 14.—Chicago Typographical Union No. 16 votes to raise defense fund of $100,000 by levying an additional 5 per cent on salaries, this fund to be used for 44-hour week controversy.

February 14.—Charlotte, N. C., master printers agree to oppose 44-hour plan, declaring it will add 24 per cent to cost of production. Employes of city out of accord with International union officials and do not want to press demand for short week at this time.

February 14.—Employing printers of southern Michigan and northern Indiana, meeting in Warsaw, Ind., resolve to "resist to the limit any reduction in the present work week."

February 15.—Terre Haute Typographical Union No. 76 threatens to strike May 1 to enforce short week and start raising strike fund.

February 16.—Mt. Carmel and Shamokin, Pa., employers grant increase in wages and agree to 44-hour week starting May 1.

February 17.—Printers' League section of New York Employing Printers' Association passes resolution calling on unions to permit decrease in wages April 1.

February 21.—Fort Wayne, Ind., Typothetae reaffirms resolution passed at Warsaw, Ind., February 14, opposing 44-hour week.

February 22.—State printers of Michigan meet in Kalamazoo to formulate plans for fight against 44-hour week.

Continued on page 73

What Newspaper Headlines Say of the 44-Hour Week

4 ST. LOUIS POS

EMPLOYERS BROKE AGREEMENT, SA... PRINTERS' CHIE...

44-Hour Week Opposition Reverses Repeated Approval, Head of St. Louis Union Declares.

CITES RECORD IN FORMAL STATEMENT

Says Policy Declared at St Louis Conference Wil Make Union Wary of Future Contracts.

WILL NEVER AGREE TO 44-HOUR WEEK

St. Joseph Represented Employing Printers' Me ing in St. Louis

The employing printers of the Mis sissippi valley will

PLAN TO FIGHT 44 HOUR WEEK

Employing Printers of Midwest Meet in St. Louis to Organize.

[By The Associated Press.]

St. Louis, Mo., Feb. 3.—Employers o

EMPLOYING PRINTERS WILL MEET HERE SATURDAY TO DISCUSS 44-HOUR WEEK

Employing printers from over the state will meet at the Elks' club in Topeka Saturday for the purpose of

PRINTING TRADES MEN DEMAND 44-HOUR WEEK

Delegates to State Meeting Decide t... Schedule Into

WILL FIGHT DEMANDS OF THE PRINT...

PRINTERS' STRIKE ON MAY 1ST NOT LIK...

Union Officials Claim Tha Four Hour Week Propose inated With Employers.

Employers Will Not Accede to Their Reque... For 44-Hour Week.

That a majority of the employin commercial printers of the Middle West are unalterably opposed to the 44-hour working week, as posed by the Internationa

quieting rumors have been for several days to the effect e job printers of Terre Haute

Printers MUST KEEP "OPEN SHOP"

Sentiment Expressed at Printers' Conference

Strong Opposition Also to Hours

PRINTERS MAY STRIKE

Employes in Commercial Plants De mand 44-Hour Week

PRINTERS EFFECT STATE UNION BODY

Large Meeting Held Here day---Officers Elected

INDORSE 44 HOUR WEEK P...

A state wide organization of Typographical Unions was effected at a

EMPLOYERS ADOPT RESOLUTION NOT TO YIELD TO PRINTERS

Factional Fight Arises Before Action Is Taken Against ... ty-Four-Hour ...

MASTER PRINTERS TO OPPOSE SHORT WEEK

Master printers of Charlotte are co operating toward getting representation from every section of North Carolina

FORTY-FOUR-HOUR WEEK FOR PRINTERS OPPOSED

Special to The News.

Dallas, Tex., Feb. 9.—A resolution

EMPLOYERS WILL FIGHT PRINTERS

"No More Union Co tracts," Typothetae Says

EMPLOYERS DECIDE TO OPPOSE UNION PRINTERS' DEMANDS

Delegates Representing 1077 Shops Pledge Themselves Not to Accede to Proposed 44-Hour Week.

FUND RAISED TO FINANCE RESISTANCE

Companies Take Out ...ike Insurance — Job ...orkmen Are Paid by the ...Week for 48 Hours.

AGAINST 44-HOUR WEEK OF PRINTERS

(Louisville Courier-Journal.)

PRINTING SHOP HEADS TO MEET

States to Take Part in Conference Thursday; Oppose Short Week.

Proprietors of job printing plants ... many cities and towns of northern ...io, southern Michigan and northe... ...estern Indiana will attend a meeti... ...ng in Toledo Thursday to discuss

PRINTERS' DEMANDS.

The Troy Typographical Union Asks for More Pay and Less Work—Proposed Increase $13 to $16 a Week.

...nferences Oppose Reduced Working Hours

Resolutions at Boston and Atlanta declare unalterable opposition by employing printers to 44-hour a week; Co-operative Lithographers Association adopts similar resolution; Photo-engravers vote reconsideration; Duluth and Des Moines locals vote opposition.

NEVER before in the history of the printing industry has any issue attracted as much public interest as the 44-hour week. This is evidenced by the amount of space daily papers of the country are allotting this problem—a few of the thousands of headlines appearing in the press being reproduced above.

There are two reasons for this interest. The first is the fact that the problem has been removed from that of one affecting a minor industry, of little interest to the business life of the nation, to one affecting an industry of vital importance to American life. Thus has the printing industry come to assume a position of unparalleled importance in the business world.

The second reason is that because of the size and importance of the printing industry its labor problems are the problems of every industry. Business men and manufacturers in every line are following with interest the action of master printers because the printing industry has become a leading industry. The success of either side in the present 44-hour week controversy will have a direct bearing on the number of hours men in other fields are to work.

Service The Printing Buyer Wants

A Brass-Tack Full-of-Facts Story on Salesmanship in The Printing Industry, Illustrated With Some Real Service Helps

By ROBERT E. RAMSAY
Author of "Effective House Organs," Formerly Editor *Advertising and Selling, Postage*, Etc.

FOR nearly seventeen years I have been keeping a file of actual facts in regard to the purchase of printing, ranging from purchases made of the single-press shop to the mighty lithograph presses reverberating along the shores of the East River, within the shadows of the Brooklyn bridge. Out of a large number of these experiences I have gathered a number of examples which are excellent rules of procedure for sellers of printing today, I believe.

"Give service and price will take care of itself," you have heard times without number. Yet all too many printers and printing salesmen I have found somehow believe that in order to give *service*, they must write copy.

"Just what service does the average buyer of printing want?" Let's ask ourselves that question as a starter.

It will be hard to answer, but here are some practical happenings which will serve as basis of fact:

> In this article Mr. Ramsay makes the point that "Service" is not always copy writing. The salesman with no ability at all along this line can "serve" in a hundred different ways---a few of which Mr. Ramsay illustrates. Read what Mr. Ramsay has to say and you'll find some valuable ideas for YOUR own use.
>
> — *The Editor*

How One Salesman Serves

One fairly large shop is kept busy by one salesman who is a service man. He has a large number of accounts, but so far as I know he has never written a line of "copy" for any one of those accounts.

"What service does Parsons render?" was the query I put to a large number of his clients. Here are some of the replies:

"We needed a special set of samples of the goods of some of our competitors. We could have secured them doubtless in the open market ourselves but we preferred not to do so. There was nothing ethical involved in the matter. We had heard that some of our competitors were infringing some of our patents, to be exact. Our needs were outlined to Parsons. He asked no questions, but in the course of a week or so he brought to our plant a complete set of what we wanted. In due course we received the bill for the cost of these purchases. Parsons made no charge for his service. Parsons' company gets practically all of our printing orders."

I went to another firm, one which had its own copy department and a small army of advertising people.

"How do you use Parsons' service, or how does he serve you?"

The manager of the department replied: "Well, it is hard to explain how Parsons does serve us. So far as I can recall, now that you bring it up, he has not produced copy for us, he is not an idea man, he does not bring us dummies or ideas, he just *serves*. By that I mean he counts himself on our payroll. Last week we wanted a special-built display rack to show to a bunch of salesmen who were going to be here for a week's convention. It was something we had thought of, planned, but overlooked actually ordering. We could spare none of our force. All were busy up to the gunwales with work. Parsons stepped in, caught the sleeper for New York and in two days returned with the display rack, complete unto the last detail, varnished and with specimens of our product reposing in the rack."

"But you paid for that?" was my query.

"Yes," replied the manager, "we paid for the trip to New York just as we would have paid for the trip of one of our own men. We paid the fixture man's bill for the rack, but Parsons was so well acquainted with our needs that he took entire charge of the manufacture of that display rack and he brought it through to the convention on time and completed. We were not billed for his time, which amounted to more than two days. We just naturally send Parsons' company our orders for printing."

Where Taking a Chance Takes the Order

In a big eastern city a certain printing plant is working overtime right now as this is written (when not all plants are doing the same). Five years ago that shop was ready for the receivers' hands. Leaving aside the rush work all printers have had for the past year or two, I dug deeply into their record of business-getting. I find this record compares quite favorably with that of the company represented by Parsons. One man—we will call him Hahn—gets all their business.

Now, Hahn, I find, gets his business entirely on ideas submitted in practically complete form. One instance of how he works will be helpful.

Along about October 1st, he called on one of the large eastern manufacturers with, let's call it a calendar, for that is near enough to be accurate. It was a finished working drawing. It carried the A—— Manufacturing Company's name, address, trademark, listed their brands, was in fact all ready for the plates to be made. Hahn had made this entirely on his own responsibility, the A—— Company had no idea he was doing it.

He dropped into the advertising offices of the A—— Company and showed his idea. It was rejected. "Looks good," he told me the advertising man said to him, "but it so happens that it conflicts with something else already ordered and ready for delivery in a few days?"

"Is the idea the same?"

Being assured it was not, Hahn was not downhearted. He did not file the costly drawing in the morgue or hold it for another season—for it was strictly a seasonal ap-

peal and that is why I chose the word calendar to represent it—he simply got on the train, went to the B—— Manufacturing Company, a firm in the same field, and without changing a word, but frankly telling the B—— Company the facts, that he (Hahn) conceived the idea, worked it up on a gamble, showed it, was rejected and now he offered it to the B—— Company. Less than a real salesman would have bungled it here. He would have made the B—— Company feel they were second choice. But Hahn is a service salesman. He made B—— Company feel that the fact the drawing he showed was in the name of the A—— Company was a shrewd piece of flattery to B—— Company. To make a long story short, Hahn got the order, and out of that opening got months of printing work from the B—— Company.

And Still Another Way of Serving

Hahn is diametrically opposed to Parsons in his plan, you see. One submits ideas, the other serves without any tangible idea. One gambles on drawings, the other on his own judgment—the display rack, for example, might not have pleased.

Let's take still another type of a successful printing salesman. He writes copy. He keeps a large mid-western plant busy, and he does it almost entirely on copy-writing. He specializes on titles. Have you ever thought of the fact that the title to a book, house organ, or envelope enclosure is a large part of the copy? The title gives the key to the rest of the copy, like the headline of an ad. More than that, if the title is not good there is little chance of selling the material to the advertiser and less of selling the piece to the recipient.

This salesman we will call Wheelmark. Wheelmark keeps a big plant humming. He is practically the only salesman. Of course the plant gets a lot of regular printing, but he is the one who serves. Now, he works on a different basis yet than Hahn. The Wheelmark house has an art department and they submit sketches, they have copy-writers and they come near the 100 per cent mark as to serving, but the point of contact in young Wheelmark's case is his deucedly clever knack of titling. He has the guy who titled the nobility of the old countries gasping for breath when it comes to titles.

You tell him the story you want to get across, and almost on the spot he will work out, evolve or produce a title that will fill the bill.

Now, when I say "clever" let me digress to say I do not mean so clever that the cleverness is remembered long after the buying impulse is forgotten. Wheelmark's cleverness is relevant. He would have made a peach of a headline writer for the Hearst papers, or title-writer for the movie producers. He can compress pages of selling argument into a few words of title and being a natural-born artist he can make a rough sketch on the spot if necessary to show you how the Wheelmark artists will illustrate his idea.

This man gets business for his house because he is a man who serves. He retains the outside viewpoint—always a problem, especially in the larger firms. He cashes in on his ability to maintain the outside viewpoint—Wheelmark knows what will interest the average prospect for he *is* the average prospect and he is not tied up in gears, cams, cogs, bearers, soda, sulphate, or whatever else goes into the product in the way of raw materials.

It so happens that I know personally several big advertising men who buy from Wheelmark and I checked up their reasons for buying with my own—for I am frank to admit he has sold me many thousands of dollars worth of printing in the face of very keen competition. They all agree that Wheelmark's service is his ability to write titles and to submit real copy to tie up with the titles.

Turner represents still another type of printing salesman. Personally, in a way, I wish there were more Turners in the business. He cannot draw a straight line with a ruler. He cannot title—so far as I can recall from my dealings with him or can locate from his dealings with others, Turner never evolved a real good title in his life. But Turner knows human nature, he knows the human mind and is familiar with its actions and reactions. He is getting gray, and perhaps this accounts, not unnaturally, for his methods of selling printing. He can make an intelligent canvass and he can argue with you to show you the faults in a plan or idea. His value as a server consists in giving you a true and unbiased viewpoint even though it means losing a printing order. You soon know that Turner's judgment may err but he is sincere. He will lose an order rather than give in unless he is convinced he is wrong. By that I mean he studies his client's business and his product and if the client wants a fancy gewgaw cover for the catalog, if Turner feels that is wrong he will not take the order without arguing against it, even urging that the order be placed elsewhere if the client insists upon having the catalog with that cover. Of course, after one experience or so the client learns that Turner is right, he is sincere, and his opinion is worth having.

Turner is a sort of safety valve. His objections and arguments will stir the advertiser to increased and improved activities. Turner serves his clients by being a real unbiased judge. He will not shout "Me too" just because the client suggests something.

Every man will have to choose his own method but I have in this brief article suggested several different methods of selling printing through serving and in only one instance was any copy-writing done. Even in that case I verily believe Wheelmark's titling ability would permit his house to dispense with all copy-writing service.

And Those Who Do Not "Serve"

Now for a paragraph about the multitude of sellers of printing who do not serve. They have good equipment, sometimes the best. They take the attitude, however, that they are doing the buyer a favor to print his work. They never call on the buyer. They give him no service in any way, shape or form. Such shops must degenerate into cut-price places, or give some other inducement to get business. I could cite dozens of other instances of service, could tell you of Standish, for example, whose service consists in his being on tap night or day, any kind of weather, to bring you personally a proof, or get a rush job and get it out when others say it cannot be done, etc. His service, in my mind, is as important a function as many of those firms who put on a big staff of "service men" and spend money advertising them.

I know of more than one printing house who, listening to the behest of their salesman (so-called), put on big and expensive service departments only to realize later that service starts with the man who calls on the buyer.

I honestly believe that any printing establishment needing business can operate after the style of Parsons, Hahn, Wheelmark, Standish, or Turner, and get business without competition, which is, after all, the final arbiter of service. Service never considers competition. Service consists in so engrossing the attention of the buyer that competition is forgotten, as I see it.

I believe this answers our self-imposed query, "What is the service that the buyer of printing wants?" The buyers of printing want *Service* which helps the buyer in the mental, mechanical, or physical production of printing. Service which puts self below the one served. Service which realizes that with all due reverence to St. Matthew, "the servant is worthy of his hire."

New York Sees Possibility of Open Shop

Employers Warn Men Conditions in Printing Industry Will Force Issue Unless Unions Co-operate Through Lower Wages

By J. N. CLIFFORD

THREAT of "open shop" conditions in New York City after September 30, when the present contract expires, unless "Big Six" Union of printers agrees to some reduction in wages at once is contained in a statement issued by The New York Employing Printers' Association. The employers wish to reduce wages 25 per cent, this cut being necessary, they say, to meet mid-western competition.

The statement of the Employers' Association follows a refusal of "Big Six" to take part in any general conference to consider a reduction of wages in the lifetime of the present contract.

Under the pressroom and bindery contracts, made at the end of the "outlaw" strike of 1918, it is permitted either side to reopen the wage rates on April 1. The printers' contract was reopened on October 1 and in the arbitration following was specifically closed for one year. In that arbitration the printers were given $5, or $1 more than the employers offered. The proposed cut of 25 per cent would, according to union officials, mean about $11 a week.

"Open Shop" Predicted

"Should friction between the league and Big Six become acute at this time when negotiations are on with five other unions for the reduction of wages," says the employers' statement, "some employers believe that when all agreements with the Typographical Union run out in the fall very few if any shops which now employ none but union men will care to renew any relations with the obdurate Big Six. They point out that in Philadelphia the backbone of the Typographical Union has been broken to such an extent that while contracts are made with the other printing trades unions, none is made in the larger shops with the compositors."

The contract, which is between the Printers' League, the closed shop branch of the employers' association, and Big Six, will be kept, E. A. Hendrick, president of the association says, but he intimates that the league will fade away through the resignation of members until there is no league left.

"In the next thirty days," says Mr. Hendrick, "costs must be reduced to prevent a situation in the printing industry similar to that which confronted the clothing trade last winter.

Jobs "Go West"

"New York is losing printing jobs which have been here for years. There is no complaint as to the quality of the work; it is entirely a question of cost. If a periodical can be printed in the Middle West for less than it can be printed here, the printer has little argument with which to persuade the publisher that he should not fail to renew his contract. The same thing is true of books. As a matter of fact, the distribution of printed matter with a national circulation is cheaper in the Middle West than here. To counteract that saving to the publisher the New York printer is almost forced to underbid other cities. And that the New York printer cannot do when New York wages are higher than those of almost every competitive city in the country.

"The members of the Printers' League will live up to the terms of the contract with Big Six and the other unions, but there is no way in which any firm can be kept in the League against its owner's will, which is only favorable when such membership seems worth while. If production costs are so high that business dwindles and the printer can reduce those costs by withdrawal from the League to run an open shop, we can offer him no inducement bright enough to recompense financial suicide.

"Present conditions cannot continue. Three things may happen—one of them will happen. First, the printing industry may go out of business, which would be just as bad, if not worse, for the union than for the employer. In the fall of 1919 this took place for several weeks, and certainly is not an impossibility now. Second, wages can be reduced by the modification of the contract term. Five unions are discussing this plan now, but it can hardly be successful unless the largest union, Big Six, joins in. Third, relations with one or all the unions can be discontinued, thereby bringing about a reduction of wages by the introduction of the open shop."

Unemployment among printers, Leon H. Rouse, president of "Big Six," said, is not serious.

Not More Than 400 Idle

"According to this statement," said he, "our employment figures show 4,000 out of 9,000 members unaccounted for. Of that number 2,800 are in newspaper offices and 500 or more are pensioners of the I. T. U. The sick list accounts for a large number, so that the total number idle is not over 400—less than the pre-war average.

"So far as wages in the West are concerned, Chicago is now paying more than New York. So, too, are such towns as Perth Amboy."

In Selling Postal Cards

OF INTEREST to master printers throughout the country is the recent ruling of postal authorities in regard to the resale of stamped envelopes and postal cards. This was received by A. E. Ommen, general counsel of the U. T. A. The letter to Mr. Ommen follows:

UNITED STATES POST OFFICE
New York, N. Y.

Mr. Alfred E. Ommen:

In answer to your letter asking whether a printer may charge a percentage of profit on postal cards, I have to state that the regulations governing this service require that postage stamps and all other stamped paper be sold by employes of the postal service to the public at face value, but this rule does not apply to persons outside of the service, and therefore the purchaser may sell postage stamps and stamped paper without restriction as to price.

T. G. Patten, Postmaster, Per T. F. Murphy.

Machine Men to Kansas City

A CONFERENCE of trade composition houses in the Mississippi Valley will be held April 23-24 at Kansas City. Meetings will be held at the Muehlbach Hotel. Cost, sales and labor problems will be settled. Henry Alwes of the Western Typesetting Company is chairman of the Kansas City committee in charge of arrangements.

When the "Inside Track" Means Nothing

Make Sure Your "Pull" Isn't the Kind That Drags You Away From Sales. Your Product Is the Only "Track" That Leads to Success

By JOHN E. ALLEN

"WHAT," I recently asked a buyer of much printed matter for a large commercial institution, "seem to you to be the most objectionable shortcomings of the least-welcome printing solicitors who call at your office? If you, with your wide experience as a buyer of printing, were to become an employing printer with one or more solicitors on your payroll, what mannerisms and tactics would you most strongly advise those solicitors to avoid, and what 'points of approach and follow up' would you most strongly advise them to cultivate?"

The buyer of printed matter displayed a few more wrinkles over the top of his spectacles, and a minute or two hurried by while he pondered the two questions. And when he did reply, his statements, instead of being direct answers, were more of the nature of a digression.

"Of course," he said, "we know that the item of clothes is important—and so does the solicitor, unless he is an ignoramus; and in that case, he will soon cease to be a solicitor. So we shall not have to discuss that part of the proposition.

"Personality—whatever that is—plays an important part in the solicitor's life, also. Certain people just naturally attract certain other people, and just naturally repel certain others. Some repel more than they attract, while others attract nearly everybody they meet. But important as personality is to the solicitor, it is something over which you and I have no control, so we can just forget about that part of the matter, too.

"To me it seems that the most important thing for the printing solicitor to do is to have it thoroughly understood by the ones from whom he solicits orders for printing that he is not looking for an 'inside track' but is willing to take his chance along with his competitors.

"From personal experience I know that many printing solicitors who attempt to get an 'inside track' work to their own disadvantage.

"In an institution as large as the one with which I am connected there are a number of employes who happen to have 'particular friends in the printing business,' and many of those employes have a way of convincing themselves—however they do it!—that those printer-friends of theirs should be given the bulk of the most profitable printing that we have done.

"Now, please do not misunderstand me. I know of no good reason why a printer-friend of an employe should not be given an equal chance with other printers, and I am always willing to give him that equal chance. But a good share of the time that printer-friend is not satisfied with merely an even start; he wants a great deal more than that. He comes to regard himself as entitled to special consideration; comes to think that he should be given printing orders on purely personal grounds; comes to believe that he is being imposed upon when orders are handed over to his competitors—and quite often he turns outs to be a regular nuisance to the buyer of printing, and his own greatest handicap.

"If those 'inside-track' solicitors who call on me would only retire to some quiet place and think matters over for an hour or so, I am pretty sure that common sense would convince them that the most sensible thing for them to do when they come to me looking for printing orders is to emphasize quality and price and to forget about their alleged 'personal grounds.' Nearly every job that is given out by me has been bid on by at least three printing firms, and in most cases the work goes to the lowest bidder. The solicitors who call on me know these things—know that the main deciding factors with me are quality and price. And still some of them, with the facts in the case staring them squarely in the face, continue to work against themselves by trying to bring to bear an influence that cannot possibly change my method of procedure, and that only makes for an increase of friction between us.

"Several weeks ago a young lady connected with our organization told me that she had a friend who was a printing solicitor, and that she certainly would feel grateful to me if I would give him a chance to figure on some of our printing.

" 'Surely,' I told her, 'we are always glad to have still other printeries compete for our work. Ask your friend to drop in to see me.'

"A few days later the young lady intercepted me on the way from my department to another section of the business, and told me she wanted to introduce her solicitor-friend.

"I shook hands with a scared-looking young fellow who evidently had been waiting outside for the opportunity to take advantage of a 'personal introduction,' and instinctively I disliked him. 'Why,' I thought to myself, 'did you not have the manhood to come into my office alone and stand on your own two feet?'

"However, out of consideration for the feelings of the young lady, I concealed my dislike, and said: 'Although we need no printing at this time, it is quite possible that we shall require some next week. If you happen to be in this vicinity a few days later, drop in for a minute or two. I shall be glad to see you again at that time.'

"Four or five mornings after I met that young chap, I noticed him in my outer office. Three other men were there ahead of him waiting to see me, and I had matters of importance to discuss with each of them.

"When I had finished talking with the first of the three, I nodded to the next in order and he came in and sat beside me. Out of the corner of one eye I regarded the young chap of the 'personal introduction.' It was easy to see, by the look of petulance that appeared on his face, that he thought he should have been the one admitted.

"My business completed with number two, I nodded to number three to enter, and again I directed a hurried glance at our petulant young friend. This time his displeasure was so pronounced that he got up and walked about for a minute or two and then almost threw himself back into his chair. He appeared to be quite vexed.

"I really believe that I devoted much more time in talking to number three that morning than ordinarily I should have done, and it must have been fully a half hour after he sat down beside me before he went away.

"At length I nodded to the young chap outside, and he came in to me with an injured air about him. Although I motioned him toward the chair beside me, he did not seat himself. Rather, he came close and looked

Continued on page 61

Training Executives For The Future

Lakeside Press Apprentices Receive Thorough Training Which Assures Their Value to Company in Years to Come

By IRVINE M. LEVY

THE R. R. Donnelley & Sons Company, Chicago, had a very definite idea in mind when it founded the Lakeside Press School 'way back in 1908. This idea, still the moving factor of the institution, was that workmen skilled in their trade and with a knowledge of modern methods and loyalty to the company are well worth waiting several years for—or until they can be trained. The knowledge that such employes are few and far between caused the foundation of the school, copied after the system used by the Chaix Printing Company, of Paris, France. The success of the Chaix system, which had at that time been in operation for over fifty years, made it the most logical pattern. Thus it happened, in 1908, that a modern, progressive printing plant in the heart of Chicago did two things radically different from what other plants were doing. First it decided to train its own workmen and, second, it decided to train them according to a French system.

The object of the Lakeside Press School, as the Donnelley school is called, is to train competent workmen for the various departments—men who will have a thorough knowledge of the business and will some day be able to take charge as executives in the plant and in the office. The steady growth of the school, the recognized ability of its graduates and their loyalty to the name of Donnelley, have convinced officials of the company that the school is a paying proposition.

More than that—Chicago parents and their sons realize that the Lakeside school affords an opportunity not often given the youth of America and the waiting list of twenty-five boys, all meeting the requirements for admission, proves this fact. At present the school has a capacity of forty. As rapidly as one boy completes the course, another takes his place. No need here of advertising for boys. No lack of interest. No lack of the "right sort of material."

Of course, the Donnelley system cannot be adopted generally. Few plants in the country can afford or even need to train forty apprentices, but the methods used can be modified or adapted in a smaller measure by every plant where apprentices are employed and in full by associations which maintain group schools. For this reason the requirements for admission may be of interest to BEN FRANKLIN MONTHLY readers:

The boy must be a grammar school graduate between the age of fourteen and fifteen years—the nearer fourteen the better. His school record must be good, his character properly vouched for and his physical condition such that he will make an efficient workman. Before a boy is accepted his parents or guardian must promise to cooperate with the school authorities in looking after his welfare. By this method the school is not only able to train boys as they should be trained, but by careful selection the school is assured of boys who will develop into the best workmen.

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A VIEW OF THE LAKESIDE CLASS ROOM

Ninety Pounds of Newspaper Dynamite

Courage of One Woman Results in Modern Plant and Election as Vice President of Missouri Press Association

By EDGAR WHITE

THE most famous newspaper woman in Missouri is just about as big as your fist. Her name is Anna E. Nolen. She publishes *The Semi-Weekly News* at Monroe City. She weighs exactly ninety pounds and is known far and wide as "Miss Ninety Pounds of Dynamite." Every nerve in her body is alive with electrical energy. Her powers of endurance are the eighth wonder in the newspaper world. Jack Dempsey would give up in despair if required to keep up with this agile little lady three days in succession.

Miss Nolen acquired *The Semi-Weekly News* in 1916, when the world seemed in chaos. Its equipment consisted of a decrepit old Junior Linotype, the sort that used to make a country office look like a mechanical museum, and which drove whole hordes of would-be operators into premature graves; a Campbell cylinder press of very ancient vintage, a little job press and several fonts of well-worn type. Today Miss Anna owns a $3,500 Linotype of a late model, a $5,000 two-revolution Babcock-Optimus printing press, several fast jobbers, a monster paper cutter, wire stitcher and all the other appurtenances of the most approved variety of the twentieth century printing plant. Every one of her machines has its individual electric motor. They are in operation every day in the week, very often at night.

MISS ANNA E. NOLEN
Missouri's Popular Newspaper Woman

Miss Nolen specializes on catalogs and commercial lines of printing. She bought all this new machinery in anticipation of a patronage yet to be developed. Older heads in the printing game advised her to get the business before she invested in an expensive outfit. But this was not the little lady's idea of doing things. And when everybody else was buying high quality book papers from hand to mouth Miss Nolen was buying them by the ton. Then, having disposed of these little details, she set about to scare up the orders she was going to need in her business. In response to her letters and propaganda of printed samples, contracts for catalogs poured into her shop from far and near. She added a designing department and on the strength of the artistic lay-out submitted to prospective customers was deluged with orders for booklets, leaflets and commercial stationery. Several city firms gave her contracts for letterheads in 20,000 to 50,000 lots. She was forced to draw on the cities for operators and pressmen and to comb her local territory for girls to serve as assistants. "Miss Ninety Pounds of Dynamite" not only superintends and assists in these operations but also in some mysterious way finds time to gather a variety of material for her newspaper that is the wonder and envy of her fellow-publishers all over Missouri.

When Miss Nolen got into the publishing game another paper was the dominant paper in her field. Its prestige was due to the space and attention it gave to livestock and agricultural activities in that locality. Miss Nolen soon realized that her only hope for ascendancy was to beat her competitor at his own game. She cultivated the habit of meeting every farmer who came to town, getting out of him an item about his livestock, crop and poultry activities. She went to public sales all over her territory, gathering subscribers and news. She made the Crop and Stock Department the principal feature of *The Semi-Weekly News.* At Farm Institutes she became a central figure. In every move for farmer organization and better rural conditions she was an invaluable aid. Farm patronage, of course, soon follows the flag of such an individual. Today *The Semi-Weekly News* has the entire Monroe City field to itself. The other paper suspended publication within two years of her entrance into the arena.

Miss Nolen is now vice-president of the Missouri Press Association, one of the largest newspaper organizations in the country. She is also secretary of the Northeast Missouri Press Association. More, she is one of Missouri's delegates to the forthcoming World's Press Congress in Honolulu, and plans to attend.

During the war Miss Nolen dedicated herself and her newspaper to the service of her country. In 1917 and 1918 she was secretary of the Monroe City Red Cross Chapter. In all the war drives she was a member of local and county organizations. In politics she is an aggressive Democrat and enjoys the distinction of being the first woman to be elected to official position in the political convention of her county. She was a delegate to the first state convention in which women Democrats were eligible to seats. This convention, which was held in Joplin last April, was in continuous session from noon on Tuesday until 8 o'clock in the forenoon of Wednesday. Masculine delegates who were fighting to save the face of an old political machine were seeking to wear the women delegates out and thereby put through their program without the opposition that had been organized among the feminine delegates, all of whom were contending for a new deal. Miss Nolen and all of her sister

Continued on page 62

For The Service Printer

A department devoted to the interests of the progressive printer who is interested in so-called "Service Printing."

Pat Kay

Inquiries are held confidential and comments on the department will be welcomed.

Waiting or Getting

TOO many business men are waiting for business conditions to improve—a comparatively small percentage is actually *working* for immediate orders or future business. That goes for our printing fraternity and its customers.

The same gentlemen who did not want to advertise when they were loaded with business are not advertising now because they can't afford it.

The fellows who advertised and tried earnestly to back up their advertising during the recent heavenly period of artificially inflated business are the ones who kept at it when business slowed down. They are advertising now and are continuing their advertising. They are the real go-getters and are keeping things going today by hustling for every available scrap of business and by keeping customers educated to buy from them as business rallies from this "morning after" condition.

The old-time sailing vessels were helpless in a calm. Modern vessels have powerful engines and their propellers drive them on in any weather. Perhaps a motor boat cannot make much headway against a storm but its sturdy engines keep it from going backward.

Assuming your clients are motor-boat sized firms, they at least can keep the propeller turning with the power of advertising and sales effort and if they don't go ahead they can keep from being washed back to the shore to begin all over again.

> I've suspected of late that some of our working brethren are getting standard selling prices in about the same measure as some well-known movie stars are drawing their fabulous salaries.

Your Prospects

JESSE H. NEAL, executive secretary of the Associated Business Papers, says there are less than ten thousand national advertisers. The business papers say there are fully 175,000 users of "trade paper" or business paper space.

The ten thousand national advertisers are, beyond question, users of direct advertising. The army of one hundred and seventy-five thousand trade paper users, by the same fact that they use trade or specialized papers, are logical users of direct advertising.

Pick up any trade paper and select the names of those in your territory. Check up their credit. Put the good ones on your mailing list. Repeat this with several trade magazines and you have an array of logical prospects.

Then use your own medicine. Prepare some direct advertising for yourself and send it to your list. Continue permanently or as long as you stay in business.

A Salesman's Day

I ASKED a successful printing salesman how he spent the day before. He told me:

"Arrived at office 8:10 a. m.

"Put new price sheets in a paper jobber's price list. Looked over new 'job' lists from two other houses. Perused miscellaneous mail.

"Wrote up three small orders received in mail and spent half an hour preparing 16-page catalog order taken late on the preceding afternoon.

"Talked with artist on proposed broadside for client that had been dormant of late. Outlined plan of broadside and told artist to prepare dummy.

"Ordered number of engravings for a job in process. Dictated memo to customer asking for photos, drawings and copy still missing. Dictated several miscellaneous letters at same time.

"Took care of numerous phone calls from customers.

"Left at 11:30 to call on a customer planning a catalog.

"Left customer's office. Met another customer by appointment and attended Chicago Association of Commerce luncheon.

"Went to office of another customer from luncheon, transacted business and returned to own office.

"Started to work. Phoned another customer about a booklet job. Discovered customer 'up in the air' over some photos that had not been properly retouched. Voluntarily went to customer's office, gave advice on how retouching should be done. Apparently no return from this effort but expected this timely aid would result in next run of circulars being changed from rotogravure to own print shop.

"Returned to office. Signed a few letters. Looked at jobs in work. Took care of miscellaneous matters. Made 5:35 train."

* * * *

This, I am told, was a typical day. He averaged about fifteen actual calls a week and spent not more than a third of his time making calls. The bulk of his time is devoted to preparing ideas and actually rendering service. Perhaps such a schedule does not meet with our ideas of a salesman's routine, but in this case, at least, it seems successful.

How do your men put in their time? Readers would be glad to know. Will you write and tell us?

Advertise to More Than One Man in Each Firm

IT IS frequently advisable to send your direct advertising to more than one man in a firm. Among those who directly or indirectly influence the placing of orders for printed advertising are officers of the firm, the sales manager and assistant sales manager.

When the actual buyer of printing, whether he is the advertising manager or holds some other position, talks with some other member of the organization about your suggestion or quotation, that other man is more likely to

agree wtih you if he has been influenced previously by your direct advertising.

It rarely offends the buyer of printing when your advertising goes to other members of the organization and it frequently helps you.

Bear that in mind when working on your mailing lists.

Simplicity

MANY men feel clumsy when attempting the preparation of advertising. A larger percentage suffer from a sincere but honest belief that they know just how to do it.

How easy it is to understand the failure of overdone, stupidly handled direct advertising. Some poor soul poured his knowledge of the subject into a booklet or circular and never realized why it failed to bring results.

To write successful direct advertising you must understand and appreciate the people to whom your appeal is made.

Put into your advertising the pictures that show what the article does for them. Tell them what it does for them. Illustrations must be obvious and diction must be simple. It must be polite but brief succinct but not curt.

Tell the story in the headlines if you can.

Avoid elaborate descriptions unless lack of them leaves room for doubt.

> It's none of my business *but*---
> if I were spouting to the printers the phenomenal qualities and staggering economy of a sheet of paper I'd publish the price in my ad---

Strive to show what the merchandise will do for the prospect or why it sells. A retailer is interested in a new store fixture if he can see how it will save space or time or increase business—he is interested in a new type of household article because it will sell. A woman is interested in a folding ironing board, not because it is made of ginko wood, with tempered steel brackets and because it is shipped knocked down, but because it can be set up anywhere, is absolutely rigid and is easily folded up and put away.

Tell the recipient of the advertising what he or she wants to know. Don't flop around—say it quick and in plain English.

Why Direct Advertising Should Be Well Printed

BECAUSE it isn't the recipient's business to read it. He is a busy man and reads what appeals to him.

Because he receives many pieces of direct advertising and reads only those that attract him.

Because better illustrations, skillfully simple message and good typography make for quick reading and easy understanding.

Because the character of the advertising suggests the character of what it tries to sell.

Prominent Chicago Printer Dies

HIRAM F. HELMAN, vice-president of the Sleepeck-Helman Printing Company, 418-430 South Market street, died at 5 o'clock Tuesday morning, March 29, at the family residence, 3835 Gladys avenue. He was 48 years old. Mr. Helman was one of the incorporators of the Sleepeck-Helman company in 1904. Previous to that he had been with Pettibone-Sawtell and Company as foreman. His broad experience, combined with that of William H. Sleepeck, his associate in the business, rapidly brought the Sleepeck-Helman company to the forefront among Chicago printing plants, until, at the time of Mr. Helman's death, it stood among the leaders in the industry. Mr. Helman had always played a prominent part in advancing the printing industry and the Franklin-Typothetae of Chicago loses one of its staunchest friends through his death.

HIRAM F. HELMAN

Funeral services were held Thursday afternoon, March 31, from the family residence, fraternal organizations having charge. Burial took place in Rosehill cemetery. Mr. Helman was a member of Metropolitan lodge, No. 860, A. F. and A. M., and Oriental Consistory, Medinah Temple, A. A. O. N. M. S., and I Will lodge, No. 141, I. O. O. F.

He is survived by Mrs. Helman and two children, Marion J. and Russel R.

Eight Arbiters Chosen

EIGHT of the nine members who will make up the board of arbitration to decide Chicago's wage scale for the period from February 25 to August 25 have been selected. E. F. Hamm, R. B. Nelson, Edw. Lennox and A. J. Brock will represent the employers and John J. Kapp, Mark M. J. Mitchell, M. H. Flannery and Con C. Reiboldt, the unions. Arbitration proceedings are to start ten days after the ninth member of the board has been selected.

The question to be arbitrated and which has been agreed to by both sides is whether or not the employers are entitled to a reduction from the present scale of wages, and if so, how much?

Employers' Association Moves

The Franklin-Typothetae of Chicago moved, April 1, from the eleventh floor of the Monadnock block to the fifth floor of the Morton building, 536-538 South Dearborn street. The telephone numbers remain the same. In its new quarters the association is better equipped to handle the work which has grown by leaps and bounds during the last two years.

A Library of Samples A Sales Asset

Some Practical Hints on How to Sell Direct-by-Mail Advertising Given by a Man Who Knows How It Should Be Done and Does It

By WILL RUSSELL

EDITOR'S NOTE.—A printer in a thriving progressive community where advertising was being used more and more, wanted ideas for installing a direct-by-mail advertising department. Mr. Russell wrote the printer a long letter from which we cull a few of the practical suggestions. In the article, D. B. M. naturally refers to Direct-By-Mail. (This article is reprinted by permission of the Zellerbach Paper Co., San Francisco.)

FIRST of all, the question arises, "What books shall I read." You conclude at once, "text books on D. B. M. Advertising." I cannot agree entirely. Every one of these text books I have read has been so closely related to Salesmanship that I would suggest a study of Salesmanship and then if you have the time and the inclination read the D. B. M. books. Many excellent booklets, circulars, pamphlets, have been written and are being issued regularly by the various paper manufacturers which are all worth reading. Send for the books issued by the Beckett Paper Co., Hamilton, Ohio; American Writing Paper Co., Holyoke, Mass.; Strathmore Paper Co., Mittineague, Mass.; Taylor-Logan Co., Holyoke, Mass.; Hammermill Paper Co., Erie, Pennsylvania. The issues put out by these mills are excellent. Then I would get on the mailing list of American Multigraph Sales Co., Cleveland; the Burroughs Adding Machine Co., Detroit, and other firms using considerable D. B. M. advertising. Subscribe to *Printers' Ink* (185 Madison avenue, N. Y.), *The Mail Bag* (Cleveland), BEN FRANKLIN MONTHLY, and *Postage*, the official organ of the Direct Mail Advertising Association, published at 18 East Eighteenth street, New York City. Read and study them. You will be surprised at your own progress.

D. B. M. and Salesmanship

Practical salesmanship is absolutely essential to the success of the D. B. M. specialist. Not only for the purpose of selling your product, but also for the success of the mailing pieces you sell to your customer. D. B. M. advertising is salesmanship, and the successive steps in salesmanship *must* be carried in the same order, in every piece of D. B. M. advertising, else it won't be productive.

Library of Samples

A library of samples of good D. B. M. printed matter, regardless of who printed it, or whether or not the firm issuing it is a competitor of yours, will be of greater help to you than any other single item.

I have a library that I would not sell for several thousand dollars. It has taken several years to accumulate it, but it saves so much time, dispels so much doubt with practically no effort on my part, that I could not dispense with it.

How to Obtain a Library of Samples

Answer every advertisment you find that offers "something for nothing" and keep it up! At least seventy-five per cent will answer if you use your business letterheads, and one hundred per cent will answer if you use your personal letterhead, without any reference to your business. The really up-to-date firms who answer your request will send follow-ups. Be sure to attach all follow-ups to the first sample received, because these will constitute your best examples—they have *proved to be profitable*, or would not be used, in a majority of cases. This is true, notwithstanding the fact that many inquiries they receive are the result of curiosity, or sample-seekers. Study the follow-up campaign as part of your education.

How to File Samples

Obtain fifty or sixty legal-cap sized boxes of strong quality, about two inches deep. Label them neatly according to the following classifications, and file samples as received by *form*. You will find after a little experience in selling D. B. M. that the form will suggest itself as the customer unfolds the problems or propositions to you. Form classification is best because you will find it to your advantage to invite friends and customers to come in and look your file over, and they usually have some preconceived idea as to the form they desire. Your library is complete, if it contains some of every conceivable form.

How to Index Sample Boxes

Index your boxes according to the following classifications:

Announcements and Invitations
Art Printing Examples
Booklets, Large
Booklets, Small
Booklets, Medium
Blotters
Broadsides
Calendars
Cards, Business
Cards, Mailing, Large
Cards, Mailing, Small
Cards, Reply
Cards, Coin
Catalogs, Small
Catalogs, Medium
Catalogs, Large
Circulars
Codes
Cut-Outs
Envelope Stuffers
Envelopes, Printed
Folders, Mailing, Reply
Folders, Railroad, Steamship, Real Estate, Hotel
Folders, Cards Attached
Folders, Irregular, Freak
Folders, Letter
Folders for Enclosing, Large
Folders for Enclosing, Medium
Folders for Enclosing, Small
Folders, Mailing, Large
Folders, Mailing, Small
Folders, Mailing, Medium
Forms, Office
Holiday Greetings and Adv.
Ideas and Suggestions
Labels
Letters, Mimeographed
Letters, Printed
Letterheads
Letters, Multigraphed
Miscellaneous (to contain odd samples, book-plates, menus, programs, etc.)
Post Cards, Reply
Postals
Photos
Price Lists

This list may not "fit" when you begin the system, but has the advantage of being added to as occasion demands.

House Organs

You will notice that House Organs are not included in the above, and for a reason. It is easier to show a prospective user house organs that have been issued by firms in his own line of business. The "envy," if you please, that is aroused if your collection happens to be large, will help to sell him. Get the point?

Field for D. B. M.

Particularly in the Central West, Direct-by-Mail Advertising offers a very productive field to the man who cares to specialize. As compared to other methods of advertising D. B. M. lags far behind—principally because there has been no organized effort to elevate this branch to the plane of other methods. Naturally, then, this most important branch of advertising has been left to the tender mercies of anyone in the advertiser's office who will take an interest. It has taken a long time, through the efforts

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INTERTYPE

"THE BETTER MACHINE"

Display Composition

TO economically CONTROL a wide range of typographical production on line casting composing machines in large newspaper and job printing plants has in the past been a serious problem.

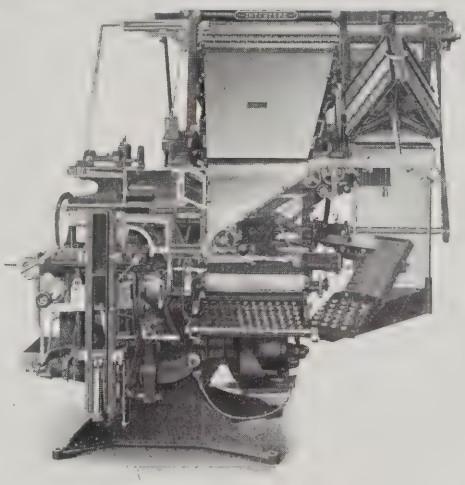
Intertype Engineers and Designers have devoted much time to perfecting a system where a wide range of matrix faces could be brought within the scope of a single machine and controlled by one operator.

IN THIS THEY HAVE SUCCEEDED!

For quick and economical typographical production in a wide range of matrix faces from 5-point to a wide 36-point we offer the MODEL D-s.m. and its SIMPLIFIED EQUIPMENT.

The Model D-s.m. is the ESSENTIAL line casting DISPLAY machine for the modern composing room.

DEMONSTRATION—Publishers and Printers are requested to write to our nearest branch offices for demonstration of the Model D-s.m.



MODEL D-s.m.
Equipped with six magazines, under the control of **one operator.**

★Write for ★Folder ★and ★Specimens

★Specimen of Display Composition set on Model D-s.m.

Builders of "The Better Machine"

INTERTYPE CORPORATION

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

Middle Western Branch
Rand McNally Bldg., Chicago, Ill.

Southern Branch
160 Madison Avenue, Memphis, Tenn.

Pacific Coast Branch
86 Third Street, San Francisco, Cal.

Ben Franklin Monthly

PUBLISHED FOR SERVICE TO

Printers, Trade Compositors, located in the United States and Canada

Editor - - - - - - - - - P. A. Howard
Managing Editor - - - - - - - - C. J. Nuttall
Advertising Manager - - - - - E. P. Rowe
New York Manager - - - - - - - H. Lee Treadwell

BEN FRANKLIN PUBLISHING CO.

P. A. Howard - - President and Treasurer
E. P. Howard - - - - - - Vice-President
C. J. Nuttall - - - Secretary

CHICAGO
440 S. Dearborn Street
Telephone Harrison 6113

NEW YORK
27 Warren Street
Telephone Barclay 1295

Advertising rates on application. Forms close 25th of each month. Subscription rate $2.00. Single copies 20 cents

Make Sure of the Main Sail

THE printing industry of America faces a crisis such as it has not faced for a decade. In our cartoon on page 24 we have likened the industry to a ship upon the storm tossed waters—a ship whose safe passage to the port of Success depends upon the staunchness of its hulk and the strength of its sails. In bold lettering we have marked the main sail CONFIDENCE—confidence in your business associates—confidence in the members of your trade organization—confidence that they will act as you will act in facing present problems.

It is this same factor—confidence—that has made the unions strong. Perhaps it has been a confidence which came from knowing that the fellow at the next case or machine MUST do as every one else in the organization does or be penalized. Such confidence is wrong but it is better than none at all—a condition which confronts employers who have no power to compel the plant owner across the street to fall in line.

An example of this disastrous condition is seen in the recent Chicago wage negotiations. Chicago printers know the story too well to warrant repeating it here, but those outside of Chicago should be told how a battle already won was lost through the weakness of a minority.

Master printers must organize. Organization is their only protection and until they follow the example of the unions they will be at the mercy of every evil influence in the trade.

Make sure the main sail is strong.

We Move—and Expand

BEN Franklin Publishing Company moved its headquarters last month from 508 South Dearborn street, to 440 South Dearborn street. This change was made necessary because of the need for larger quarters to take care of the increased organization of the company. At the new address—just next door to the old office—the company has larger and more modernly equipped offices, where still better service can be given readers and clients of *Ben Franklin Monthly* and Ben Franklin Chicago Paper Directory and Price List. The telephone number remains the same—Harrison 6113.

Another Editorial

WHEN E. P. Rowe, advertising manager of *Ben Franklin Monthly* drops into your office these days, make allowance for his yawns and that-tired-like feeling which he so plainly shows. He has a very good reason—a boy, born St. Patrick's morn, called E. P. Jr., for Edward P., his dad.

Buy Something From Somebody—Start Today

How can I stimulate buying!

You have asked yourself that question innumerable times during the last year.

So has your customer.

And so has your customer's customer.

The business life of our nation depends upon three interlocking cogs.

One is the manufacturer, the second the distributor or middle man and the third the consumer.

Let's take the case of Bill Smith, who has stopped buying printing along with the overalls he sells. He doesn't buy overalls because the third cog — the consumer — doesn't buy them from him. The consumer doesn't buy from Smith because Jones, the manufacturer, cannot give him work. Jones cannot give Mr. Consumer work because Smith doesn't buy a stock of overalls.

See the point?

To make it clearer, let's eliminate Smith, the retailer. Mr. Jones cannot give Mr. Consumer work because Mr. Consumer does not buy overalls. Mr. Consumer doesn't buy overalls because Mr. Jones doesn't supply him with work.

Apply the same facts to all industry.

Each industry is a consumer. Each industry is also a manufacturer.

Let's see how it works out this time.

A paper mill uses chemicals. The chemical manufacturer uses printed forms, wrappers, labels. The printer uses paper. Thus we have a circle. Where in this circle has the slowing up process started in the last eight months? If we can find that we have found the cause and remedy for the business depression of today.

Does the paper mill stop buying chemicals? Why?

It is because there is no demand for paper.

Is the fact that the chemical manufacturer does not sell his product the reason he does not buy printing and paper? Why does he not sell his product? Is it because the paper mill cannot sell what it has to sell?

An endless circle! Each industry is dependent upon the other. Just where can the speeding up process start?

Seems hopeless, doesn't it?

But it isn't. Not a bit of it. The whole problem becomes a personal one—one which you and I can help solve.

The industrial life of this nation is dependent upon and influenced by the slightest action on your part and mine.

When you buy a pair of shoes you help create a printing order.

But neither you nor I have bought much for several months. The same is true of every one else.

If it were only possible for every one to start buying at once what a change would be apparent within ten days.

There we have the remedy.

Increase demand—generate buying power!

Numerous methods have been devised for generating

buying power. Salesmen are hustling as never before. Advertising—used legitimately now—is carrying the appeal of merchant and manufacturer to consumer—but it all comes back to the restoration of your desire to buy and mine. When you and I again buy shoes and hats and automobiles we'll find the manufacturer and merchant will be in a position to buy printing from us.

"Buy Something From Somebody—Start Today" is not just a slogan. It is a thought which if put into action would mean the "full speed ahead" signal to the cogs of American industry. We don't know who originated that sentence. It doesn't make any difference, although it came to our attention through stickers sent out by the Hawtin Engraving Company of Chicago. The matter of greatest importance is the motive power the universal practice of that idea would generate.

Its adoption depends upon you and upon me.

Make it your motto to "buy something today." We'll make it ours and between the two of us we'll aid a little in starting your business and mine back to the good old days of unlimited demand.

"How can I stimulate buying?" The answer is, "Buy something yourself."

Printer "Outlaws"

VANCOUVER, British Columbia, seems to have accumulated most of the "outlaw" printers in North America. One year ago they refused to put into type some advertising matter recounting the history of a labor dispute between employers and employes in an industry in the Province.

This attempt to control the editorial and business policy of newspapers was generally denounced by members of typographical unions in both Canada and the United States.

Last month, in a dispute between master printers and their men as to the scale for job shops, the employers prepared a statement setting out the fact that they were willing to pay the 1920 scale but did not feel justified in increasing an already good scale and pass the increase to business men when business houses were reducing their prices and their profits.

The printers of a Vancouver newspaper refused to handle the statement. They did not want the public to understand the employers' side of the controversy.

That kind of outlawry is ample justification to the Vancouver publishers to refuse to deal with the union printers. They do not keep faith either with their employers or with their union. For the International Typographical union is unalterably opposed to that kind of "outlawry."

The international officials should dismiss from the union every printer who engaged in that effort to throttle the Vancouver press. And they should send men there to take the "outlaw-printers' " places.

—*Bellingham, Wash., American-Reveille.*

A Word to the —

ONE of the subjects of importance to printers which will be broached at the annual convention of the National Paper Trade Association to be held at the Waldorf-Astoria, New York City, April 11-13, will be that of the Long Price List. From present indications a majority of the paper merchants of the United States and Canada are opposed to such a list and it behooves master printers to get busy if they want the Long Price List adopted at this time.

Every Estimator and Layout Man
Should Have Our 12-Page

copy chart

The size is eleven by sixteen inches attractively printed; cover in three colors, inside in two colors. Shows 110 Linotype faces, 160 Monotype faces, machine-set, 5 to 18 point and twenty-one series of hand-set Monotype display, 14 to 36 point

Price Fifty Cents
Sixty Cents Postpaid

APPRECIATORY

THE INLAND PRINTER
Chicago

Thank you very much indeed for sending me a copy of the Superior Estimating Chart, on which I extend to you my heartiest congratulations. It is certainly something that every one having anything to do with printing should possess. Also it seems to me that it is something that should be a mighty fine piece of advertising matter for the Superior Typesetting Company. If it would not be asking too much I should like another copy for my department editor who handles the review of matter under the heading "Printer's Publicity". I know that he will be interested in seeing it and preparing a review of it, and I should like to have the other copy to keep in my own file.

HARRY HILLMAN,
Jan. 28, 1921 Editor Inland Printer

CHALLENGE MACHINERY COMPANY
Grand Haven, Michigan

We are pleased to acknowledge the receipt in good order of your new Superior Estimating Chart. The writer had thought that your former Chart was a mighty handy and valuable one, but the new one in pamphlet form has your previous effort beat a mile, and then some. It shows that you have gone to a lot of pains, time and expense to produce something that is especially valuable to any person who has to do with composition and casting up. We thank you for your kindness in remembering us with a copy, for we appreciate its usefulness.

A. W. MICHENER,
Feb. 17, 1921 Advertising Manager

SUPERIOR
TYPESETTING COMPANY, CHICAGO
HARRISON 2755 732 FEDERAL ST

WHAT THE HOUSE ORGANS ARE PLAYING

A Wonderful Salesman

"A WONDERFUL salesman called on me this morning. "He asked for only a minute or two — and took no more.

"But in that brief talk he gave me his facts, figures, reasons—clearly thought-out, logical, well-phrased, brief but pointed. And I got every point.

"But I got more. There was something in his air, his dress, that suggested the quality of his product.

"He got my confidence from the start— and kept it!

"His last sentence had the right ring: 'You're busy,' he said. 'Let me know if I may go more into detail—when you are ready—and the full story of our product and what it will do for you will be presented.'

"When he finished, I found in my hand a complete memo of everything he had said (for my further consideration when I could give it time); and a return card to use when I wished complete information.

"That's real salesmanship—the kind that you can use in your business, whatever you sell.

"And you can get it.

"For my salesman was a printed booklet.

"It got my favorable attention at first sight, for it was pleasing to look at. It held me because of its quiet, well-bred manners; not yelling at me, but saying in an even, modulated tone: 'Can you give me a minute or two?' And it kept its word!"—*The Informant, Zellerbach Paper Co., San Francisco.*

Spread the Salve

IN CONNECTION with the idiosyncrasies of salesmanship, I heard a story today about how a certain tailor measures prospective customers for clothes. He has a reputation for being a really fine designer, but he gets so interested in his work and his measurements that he forgets about the psychology of salesmanship while measuring his customers; he thinks only about getting a perfect fit, and not about the effect upon the client who is about to part with a year's salary for a suit of clothes.

His conversation runs something like this:

"42, 14, 12, chicken-breasted."

"38, 17, pot-bellied."

"40, 32, 17, bow-legged."

Imagine what an estimate his surprised subject begins to have about himself at this time, and the opinion he has of the good judgment of said tailor. I know dem well if he called me chicken-breasted, sway-backed and bow-legged, although I, myself, know it to be the truth, I would joyfully kick him in the face and go elsewhere for a suit of clothes, even if I had to buy a hand-me-down.

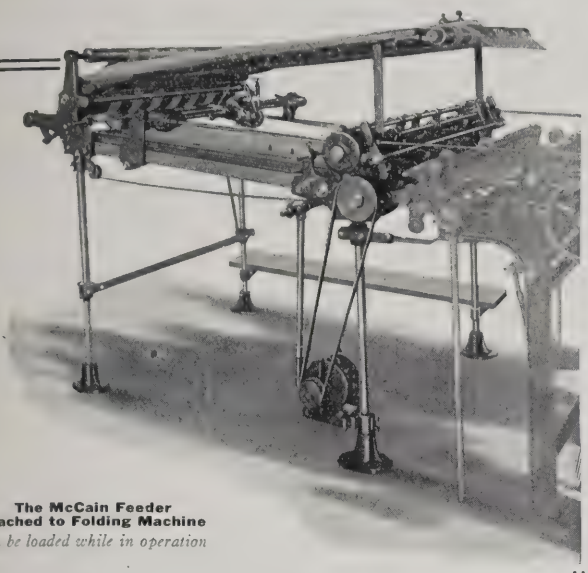
There would be just as much sense in my telling a prospective customer: "You poor simp, you don't know anything about the principles of printing: you are dead from the neck up. Your ideas savor of the bent rule period; you are condemned to use Cheltenham on every bit of printing you ever get out" and incidentally I think that's about the worst kind of sentence a man could get.

No, it isn't done that way this season. You must let the customer think he knows all about it, and if you do suggest something, you should let him get the idea that he thought of it first: that is, as a rule. Some men are fair-minded enough to say they know you are more expert in your own line than they are, and that they should not be expected to know as much about your business as you do, and they let you build something that will fit in with the subject in hand. But all of us have concealed somewhere a little bit of vanity, and it is well in selling never to trample on this touchy little bump. A little finesse in smoothing over some very apparent idiosyncrasy will get us a lot further than a plain statement of blunt facts.

Ain't it the truth?—*jim, in Typographia, Rochester Bureau of Engraving.*

Educating the Buyer of Printing

HAVE you ever thought of the possibilities your house organ holds as a sales medium for office forms? The Meyer Press, of Appleton, Wisconsin, in a recent issue of *Press Proof*, the company's house organ, devoted four pages to telling the how and why of office forms. Illustrations of various forms were given and some idea of the "text" of the article can be gained from the following sub-heads: "How to Save Money on Paper," "How to Save Money on Composition and Presswork," "Saving Money on Binding—Loose Leaf Forms," "Bookkeeping Machine Forms." The article is concise and clear, giving the information the buyer most needs. If printers' house organs published more articles like "Cutting Costs on Office Forms" it is certain that fewer printers would find business so hard to obtain.



The McCain Feeder
Attached to Folding Machine
Can be loaded while in operation

The McCain Automatic Feeder

will guarantee a maximum production from your folding machine. It is easily attached to the Brown, Anderson, Dexter, Cleveland and Hall folders. Feeds as fast as the folder folds.

Write for literature

McCain Bros. Manufacturing Company
29 South Clinton Street, Chicago, Illinois

EXHIBITOR
Graphic Arts Exposition
-CHICAGO — JULY 23 TO 30-

Service to Printers

Call
Harrison
18 *for*

THE LATHAM WAY

Patent Bases and Register Hooks.
Steel Cabinets on Casters for Patent Base Equipment.
Hancock Perfecting Lineup Machine.
Mashek Form Trucks.
Gas Burners for Cylinder, Job and Kelly Presses.
Rouse Paper Lifts.
Iron Furniture.
Steel Interlocking Furniture.
Riebe Quoins, Keys and Guides.
Electric Welded Steel Chases.
Superior Chase Locks for Cylinder Presses.
Rouse Roller Cooling Fans for Miehle Presses.
Wesel Diagonal Groove Final Bases and Hooks.
Potter and Poco Proof Presses.
Slauson Cylinder Press Locks.
Morgans & Wilcox Job Locks.
Cylinder Press Seats.
Page Fountain Dividers.
Warner's Roller Trucks for Job Presses.
Rouse Mitering Machines.
Rouse Tympan Holders for Pressroom.
Shute Planes for Beveling and Undercutting Patent Plates.
Hoerner Combination Shute Board and Type-high Machine.
The Taylor Registering Projector.

Latham Automatic Registering Co.
Chas. J. Kanera, Gen. Mgr.
608 S. Dearborn Street, CHICAGO, ILL.

THE BEST EQUIPPED PLANT IN CHICAGO FOR :: :: CATALOG COMPOSITION AND MAKEUP :: ::

The Englewood Typesetting Company

LINO—LUDLOW—LINO-TABLER
ELROD — MAKEUP

536 W. Sixty-third Street
CHICAGO

Phone Wentworth 3102 STARR M. MINER, Manager

WITH WHICH IS AFFILIATED

The Empire Typesetting Company

730 N. Franklin Street
CHICAGO

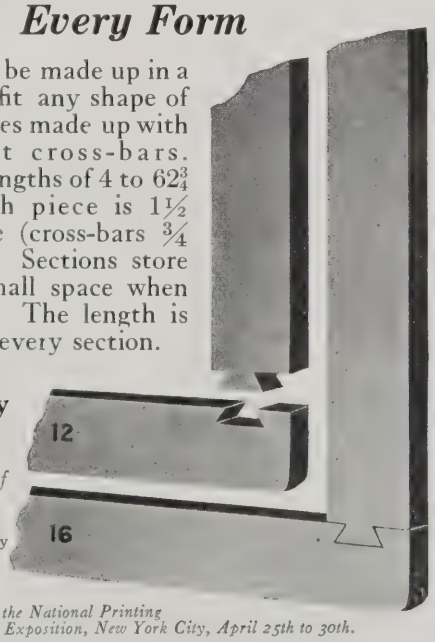
Phone Superior 1370 HAROLD A. STIGNER, Manager

AT BOTH ENDS OF THE PRINTING CENTER

McGreal Combination Printers' Chases

The Right Size Chase for Every Form

Chases can be made up in a minute to fit any shape of form. Chases made up with or without cross-bars. Comes in lengths of 4 to 62¾ inches; each piece is 1½ inches wide (cross-bars ¾ inch wide). Sections store away in small space when not in use. The length is marked on every section.



Absolutely Rigid

Send for List of All Sizes

Sold by All Supply Dealers

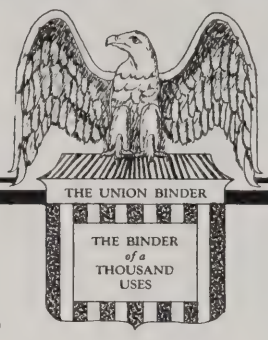
See our Exhibit at the National Printing and Allied Trades Exposition, New York City, April 25th to 30th.

The Challenge Machinery Co.
Main Office: Grand Haven, Mich.
CHICAGO: 124 S. Wells St. NEW YORK: Printing Crafts Bldg.

Printers Can Handle "The Union Binder"

And Make A Profitable Profit

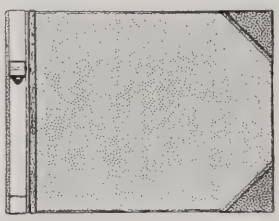
Trade Discount to All Printers, Stationers and Bookbinders



THE Union Binder is an effective yet simple loose-leaf binder, designed after years of painstaking study of all types of loose-leaf binding devices, to replace all types of ledgers, post binders, spring binders, slotted lock binders, loose-leaf note books, and ring binders—*in short, for all kinds of loose-leaf filing.*

IN UNION BINDERS

No Unsightly Posts
No Punching of Sheets Required
Holds 1000 Sheets Securely
Easily Operated
Cannot Mar Desks



THERE IS STRENGTH

All Bindings

Union Binders are regularly carried in all standard sizes and bindings, such as book cloth, canvas, imitation leather and genuine leather. Special sizes and bindings are made to order promptly.

WRITE FOR DEALER'S PROPOSITION

UNION BOOK BINDERY, Inc.

Phone Franklin 4215-4216

442 N. Wells Street, CHICAGO, ILL.

Copy 121

The Monitor No. 1 Wire Stitcher

"The One Machine for All Jobs" and is the most popular machine on the market for use in the average plant. It gives year in and year out service on all kinds of work; anyone can operate it; requires practically no attention, and invariably proves a money-maker in any plant.

MONITOR

Quality, Speed, Service

The One Machine for All Jobs

That's the verdict the leading Printing and Bindery Shops of America have accorded the *Monitor No. 1 Wire Stitcher.* It is a merited verdict because on all kinds of jobs, from stitching a two-page pamphlet with light No. 28 or 30 wire to stapling a heavy ⅞-inch flat book with 20x25 wire, there is no machine made that will turn out a better job, do it quicker, and do it at lower operating costs.

A Trial Will Convince You

If you are not now using a *Monitor No. 1 Wire Stitcher* in your plant, it will pay you to learn about its strength and simplicity of construction, its mechanical superiority, its record for volume and quality output. INVESTIGATE. Then install a machine and give it your hardest job. It will quickly prove its ability to deliver.

Ask for Catalog No. 17

Our Service Department will gladly furnish you any information desired about Monitor No. 1 Wire Stitcher or any other machines of the Monitor line

LATHAM MACHINERY COMPANY

"Latham Machines Last Longest"

BOSTON **1153 Fulton Street, CHICAGO, ILL.** **NEW YORK**

FOREIGN REPRESENTATIVES

Wm. Dawson & Sons, Ltd., Otley, Eng.
John Dickinson, Cape Town, S. A.
H. J. Logan, Toronto, Canada
Fonderie Casion, Paris, France
Lettergieterij, Amsterdam, Holland
Geo. M. Stewart, Montreal, Canada

A Library of Samples a Sales Asset

Concluded from page 36

of printing salesmen, and through the literature sent out by paper manufacturers, etc., to have this branch of advertising considered as a separate and distinct profession. There are many, many men today who think they understand selling by mail because they can write an interesting letter. Because their efforts are not productive to the extent of twenty-five per cent or better, they condemn the method. There is a great deal of missionary work needed to bring such men to an understanding of what they should expect from D. B. M. depending entirely upon the article to be exploited or sold, the method of presentation, whether logical or timely, and most of all, the audience (mailing list).

In spite of these retarding circumstances D. B. M. pays (generally speaking). Among the pieces of mail received in obtaining a collection you will find many with glaring faults—lack of salesmanship, which means poor continuity, leaving the prospect up-in-the-air, no definite action planned, poor typography and printing. You will find these faults if you will study each piece as received. And after awhile you will know what not to do to make your "Printed Salesmanship" profitable for your customer, and consequently profitable for you.

Sometimes a Multigraphed Letter

Do not for one minute disregard the value of a multigraphed letter. If the list has been carefully selected, each person addressed an actual prospect for the article advertised, and the letter written as though to one person, and it *reads* like a personal letter, you have no right to suggest anything *but* a multigraphed letter (if you can be sure of quality in your locality) for the purpose. In other words, you as an expert, cannot afford to jeopardize your good standing in the community by selfishly suggesting a printed folder or circular when common sense tells you that the letter is the thing.

Give estimates to customers (when asked for) based on *unit* price, or price per piece, because in the hands of the recipient, each individual piece is the basis on which any proposition is accepted or refused. It is easier to sell *good* printing (the kind every firm should use, regardless of proposition) on this basis, than on the old-fashioned "Umpty dollars a thousand, Mr. Smith" way, which makes you feel like a highwayman, because he glares. This is better: "This folder, Mr. Smith, can be placed in the hands of each one of your prospects at a cost of six cents each." See the difference?

How About Yourself?

If you are going out selling a high-grade service, and hope to be successful, be careful!

Be careful of your approach, your appearance, that you have something to talk about that you *know* will interest your prospect. Be sure of your ground! Be fortified with facts, not generalities regarding the pulling power of D. B. M. Know something of your prospect's product before broaching the subject of D. B. M. Don't promise the impossible as to results to be hoped for. Five per cent returns is considered good in some cases.

Above all, watch the quality of your own stationery, and the printed matter you probably will be sending out from time to time. You should first of all use the method you are recommending—if you don't, you're not sold on the idea yourself!

And when you receive a contract for a 150-page catalog in four colors. Oh, Boy! Be careful of every detail! Good samples produced by your own plant, with your own ideas all the way through, will be the best samples you have!

Import Paper Co.

PPCO BRAND

LARGEST DISTRIBUTORS OF

Lightweight Papers
Embossed Papers

Also carry a general line of papers in stock, including

BONDS : INDEX BRISTOLS
WRITINGS : LEDGERS

Telephone Wabash 3342

620 South Wabash Ave. CHICAGO

FRANKLIN PRINTING PRICE LIST

BASED on present day costs of production, not those of a year or two ago—and costs ascertained every six months by a national survey.

The weekly Price List service, including *The Business Printer* and advertising service is a business necessity for printers and buyers of printing.

Write for the Guarantee Offer

PORTE PUBLISHING CO.
R. T. Porte, President
SALT LAKE CITY, UTAH

Service

Those who take advantage of our equipment—our facilities for handling the "rush job"—are always impressed with the thoroughness and efficiency of Kerr-Whitmire Service. As one customer remarked recently, "The kind of service you render and the real personal interest you show in giving us what we want when we want it, enables us to give **our** customer entire satisfaction". No job too small for our attention—none too big for our capacity. No pressroom delays because of type with bad feet or an imperfect face.

Our new specimen book of 194 pages is yours for the asking.

UNITED TYPOTHETAE OF AMERICA

KERR-WHITMIRE
TYPESETTING COMPANY

MONOTYPE • LINOTYPE • MAKEUP
732 Sherman Street • Wabash 7192-3-4

Set in Bookman No. 98 Series. Linotype border No. 1793

E. F. HAMM, President
T. E. DONNELLEY, Vice-President

DANIEL BOYLE, Treasurer
W. K. TEWS, General Secretary

THE FRANKLIN-TYPOTHETAE OF CHICAGO

FIFTH FLOOR 536-538 S. DEARBORN STREET

TELEPHONE HARRISON 6392

COMPRISING: FRANKLIN DIVISION, TYPOTHETAE DIVISION, MACHINE COMPOSITION DIVISION
BLANK BOOK, LOOSE LEAF AND RULERS DIVISION

PRINTING TRADES CREDIT ASSOCIATION: C. I. KAGEY, Secretary

Chicago Group Chairman Elected Head of Typographers

ADVERTISING typographers of America held their first conference at Cleveland on March 21 and organized nationally with the following officers, elected for one year: Ben C. Pittsford, president, president Ben C. Pittsford Company, Chicago; C. E. Ruckstuhl, first vice-president, president Typographic Service Company, New York; Stanley B. Moore, second vice-president, president Stanley Moore & Company, Cleveland; Frank M. Sherman, secretary, United Typothetae of America, Chicago; A. Colish, treasurer, advertising typographer, New York.

This organization is largely the result of the activities of members of the ad-composition group of the Franklin-Typothetae of Chicago. A constitution and by-laws were adopted and a number of resolutions passed. The primary object of the organization is "To raise the standard of typography and create a more general demand among advertisers for better typography." Other objects and purposes of the conference favorably voted on were: Trade acquaintance through organization; interchange of information; trade promotion and advancement; elimination of trade abuses; reduction of manufacturing costs; raising of typographic standards and practice.

A resolution was passed "To refuse to do any work on fraudulent advertising and to work in harmony with the Better Business Bureaus of the Associated Advertising Clubs of the World." A national campaign of advertising to create a demand for better typography was discussed, but no definite action on it was taken by the convention.

The following firms exclusively engaged in advertising typography were represented at the conference: Stanley B. Moore, Cleveland; Edward C. Biggar, Cleveland; Fred S. Bertsch, Chicago; Fred Farrar, New York; Clarence R. Hurst, New York; Montague Lee, New York; George Willens, Detroit; Edwin H. Stuart, Pittsburgh; A. R. Arkin, Chicago; Joseph H. Ewing, Chicago; Harry Baird, Chicago; J. M. Bundscho, Chicago; Edmund Thorpe, Cleveland; Ben C. Pittsford, Chicago; W. G. Chandler, Cleveland; Henry C. Englehart, Cleveland.

Those who addressed the convention were: Ben C. Pittsford, Frank M. Sherman and J. M. Bundscho, Chicago; Henry Lewis Bullen, New Jersey; Fred Bertsch, Chicago; Fred Farrar, New York. It is planned to hold the next meeting in connection with the annual convention of the Associated Advertising Clubs of the World at Atlanta in June.

Sales Class Holds Ladies' Night

WHEN it comes to pep, enthusiasm and still more pep, one has to hand it to Charles L. Estey and his class in printing salesmanship, which meets each week in the County building.

March 4 women friends and relatives of students were present to witness the men folk at work. This was done in the belief that a knowledge of what the class is doing would result in more encouragement at home and consequent success in the work.

The class is one of the most successful of all those held by the Franklin-Typothetae of Chicago. The work is of great importance since special stress is laid on selling by means of actual sales practices and not through price cutting. Mr. Estey's knowledge of salesmanship, which comes through his years of successful experience as both a salesman and buyer of printing, enables him to impart valuable information to his students.

Field Men for Franklin-Typothetae of Chicago

V. O. SMITH

C. E. PAYNE

CHICAGO

The Hub of the Industrial West

Curtis W. Post, until recently with Ralph Fletcher Seymour, of Chicago, designer and publisher of books and high-grade advertising literature, is now with Ben C. Pittsford Company, Chicago, typographers and advertising specialists.

The Binney-Galvin Printing Company is the name of the new firm which has taken over the business of Henson Brothers, 607 South Dearborn street.

The Ideal Roller Company, now located at 215 West Superior street, has leased the one-story mill building being erected at a cost of $75,000 at Twenty-fourth street between Rockwell street and Campbell avenue. The building will be ready for occupancy May 1.

Joseph R. Noel, president of the Noel State Bank and the Chicago Association of Commerce; Charles L. Estey; Frank R. Wilke, Milwaukee; E. F. Hamm, president Franklin-Typothetae; E. E. Laxman, chairman of the ways and means committee, and Thomas Quinn, were headliners at the combined group meeting of the Franklin-Typothetae held Monday evening, March 28, at the Norwegian Club House.

Charles F. Bower, general manager of Charles Eneu Johnson & Company, Philadelphia, was the speaker at the last meeting of the Chicago Club of Printing House Craftsmen held March 15 at the Great Northern Hotel. His subject was "Printing Inks and Dry Colors." The meeting was one of the best ever held by the association.

Charles Stewart, senior member of the firm of Stewart & Fryer, 722 Federal street, had a narrow escape from death on March 13 when he was held up while driving his car in Grant Park. He escaped from the bandit but not before the latter had sent a bullet in Mr. Stewart's direction, which, fortunately, made only a skin abrasion over Mr. Stewart's right lung.

George E. Crandall, for three years director of merchandising service for Poole Brothers, has been appointed director of advertising of Montgomery Ward & Company. He succeeds Henry Schott. Mr. Crandall entered upon his new work March 17.

Swigart Paper Company last month bought ground 99x102 at 715-21 South Wells street, for $74,500 cash. The purchase includes three old buildings. The Swigart company plans the erection of a $500,000 ten-story building.

Illinois Incorporations for March, 1921

The following firms were incorporated under the laws of Illinois during March:

Slavik Printing Co., 914-918 W. Ohio st., Chicago. Capital, $75,000. General advertising, publishing, printing and manufacturing business. Incorporators: Richard A. Slavik, Carl E. Duval and Helen Slavik. Correspondent: Walter True, 813 Ashland block.

Charles D. Black Co., 608 S. Dearborn st., Chicago. Capital, $30,000. Deal in stationery, office supplies, etc. Incorporators: Wilfred C. Myers, Helen A. Black, Charles B. Black. Correspondent: Edward M. Bullard, r1600, 72 W. Adams st.

The North Shore Weekly Co., 4403 Sheridan road, Chicago; capital, $20,000; general publication, printing, newspaper and stationery business; incorporators, George Stollery, J. R. McCollough, Celia Stollery, Geo. L. Roby, A. D. Hunt; correspondent, Hoyne, Barnhart, McKay & Niemeyer, 79 W. Monroe st.

Aurora Publishing Co., 18 N. Broadway, Aurora. Capital, $50,000 and 500 shares, no par value. General printing, publishing and engraving business. Incorporators: Albert L. Hall, John L. Brown and John S. Byrne. Correspondent: Frank R. Neid, 746 Edison bldg.

Slovak Catholic Publishing Co., 1733 S. Union ave., Chicago; capital, $10,000; general publishing, printing and periodical business. Incorporators: John Mayer, Morris Dozck, Benj. Zahradik, Martin Dedivy, Joseph M. Lattal, Ignac Milusick, Florana A. Tylka. Correspondent: R. I. Pollak, 1945 N. 47th st.

David B. Clarkson Co., Inc., 630 S. Wabash ave., Chicago. Capital, $150,000. General publishing, printing, merchandising business. Incorporators: Frank Comerford, Thomas F. Clarkson and David B. Clarkson. Correspondent: Frank Comerford, 1417 Conway bldg., Chicago.

Field Service Bureau, Inc., 537 South Dearborn street, Chicago; capital, $2,000; general printing, publishing, advertising agency business. Vincent J. Green, Jacobs Jaff, Thomas H. Maddock. Correspondent, Maddock, Jaffe & Green, 39 South La Salle St.

Household Medical Journal Company, 17 South Dearborn street, Chicago; 150 shares, no par value. Incorporators: Hugo Smith, E. H. Jaffe, J. H. Dudley; printing, publishing advertising business. Correspondent, David B. Maloney, 56 West Randolph st.

Binney Galvin Printing Co., 607 S. Dearborn st., Chicago. Capital, $25,000. General printing, binding, engraving and publishing business. Incorporators: Arthur A. Huebsch, Geo. A. Binney and Wm. M. Galvin. Correspondent: Arthur A. Huebsch, City Hall Square bldg.

Spinner & Reimer, Inc., 701 South La Salle street, Chicago; capital, $30,000; general printing, book binding, engraving and publishing business. Incorporators: Albert Baskin, Abraham Spinner, Maurice J. Nathamson.

To stir up interest in the forthcoming convention and exposition of the International Association of Printing House Craftsmen to be held at the Auditorium, Chicago, July 23 to 30, the publicity committee has started publication of a monthly bulletin known as *"On to Chicago."*

Howard Law has opened a sales promotion service in Chicago. He has been with the Bert L. White Printing Company, Chicago, as head of the service department, and was before that with several advertising agencies in a similar capacity.

Al H. Salkind, formerly with Sol Lesser & Company in the capacity of manager, has bought the printing plant of Daniels & Company, 711 South Dearborn street, and has changed the name to the Commercial Press.

The Magill-Weinsheimer Company, now located in the Coca Cola building, 1322-24 South Wabash avenue, has purchased 18,000 square feet of land at the southwest corner of Twenty-second street and Calumet avenue, for the purpose of erecting a ten-story modern printing plant to contain approximately 170,000 square feet of floor space.

Schulman Bros., printers, suffered loss of approximately $1,000 when fire broke out March 10 in the building the company occupies at 564-72 West Randolph street. Loss was covered by insurance.

The Perfection Linotype Company will move within a short time from its present location, 720 South Dearborn street, to the Linden building, 701-703 South LaSalle street, where the company will have greatly enlarged floor space.

The Midwest Candy Company, 1643 West Lake street, has installed a private printing plant.

The Mid-City Printing Company, 59 West Lake street, was sold at a receivers' sale March 28. Central Trust Company was the receiver.

The Jay Printing Ink Company, Brooklyn, N. Y., will open a Chicago office this month. John Kyle, president of the New York Club of Printing House Craftsmen, will be in charge. Mr. Kyle was formerly pressroom superintendent of the *Pictorial Review.*

A general meeting of members of the Printing Ink Makers' Association will be held in Chicago April 11 and 12.

ECONOMY PRODUCTS
BETTER MATERIAL AT LESS COST
2 TO 12 POINT, MADE FROM LINOTYPE METAL
LEADS
EQUAL TO THE BEST FOUNDRY MATERIAL
SLUGS AND RULE BORDERS
Sales Agents for
MARGACH AUTOMATIC METAL FEEDERS
Rouse Composing Room Tools
Laclede Saws and Remelt Furnaces
Riebe Quoins and Quoin Keys
Economy Products Co.
66 W. Harrison Street CHICAGO
Phone Harrison 6561

How Chicago Printers Look When They Forget Labor Problems

ANNUAL DINNER-DANCE—FRANKLIN-TYPOTHETAE OF CHICAGO

Nearly six hundred persons attended the annual dinner-dance of the Franklin-Typothetae of Chicago held Saturday night, March 12, at the Congress Hotel. Following dinner guests were addressed by Dr. Henry G. Hawn of New York City, and Preston Bradley, Chicago. Wilber Nesbit was toastmaster. Following the dinner and speeches, entertainment was supplied by professional entertainers. Dancing was another feature. The affair was one of the most successful the Franklin-Typothetae has ever held.

A new binder that promises to supersede many present methods of loose leaf binding has been placed on the market by the Union Book Bindery, Inc., 442-48 North Wells street, Chicago. The new binder makes use of the vacuum principle, and does away with locks and all metal parts usually requisite of such commodities. The binders consist of two covers, a top and bottom cover, through the end of each of which there is a narrow slit in which is inserted a single cloth band or strap operating on the same principle as a mail bag lock. When paper is placed between the two covers and this strap drawn tightly, it is impossible for the sheets to escape. This method does away with perforating the ends of sheets before inserting in the binder and makes possible the quick rearrangement of all sheets as necessary. The Union Book Bindery has met with great success in marketing its new product, which is one which should be in universal demand as soon as the buying public becomes familiar with it.

Moberg, Nord & Company, 1914 Irving Park boulevard, have bought the corner lot, 66x118, at Irving Park boulevard and North Lincoln street for $12,000. Plans are now under way for the erection of a modern printing plant and office building of two or more stories in height and of brick and concrete construction.

The increased business of the company, making necessary its removal to more commodious quarters, has resulted in the decision to erect its own building. The heads of the company are Henry A. Moberg and Pehr E. Nord, men of wide experience in the printing industry, both having learned their trade in Sweden before coming to Chicago. The company asserts its policy of living up to its slogan, "Our Price—Our Work," is responsible for the present excellent financial condition in which it finds itself.

A service committee similar to that of several eastern clubs of Printing House Craftsmen has been appointed by the Chicago club to give aid to members when in difficulty over work in the various plants in which they are employed. Questions regarding presswork, composition and other processes in the trade will be answered immediately by this committee and if necessary a member of the committee will personally visit the plant where the trouble is located.

Those who make up the committee and who can be consulted at any time are Frank Shank, chairman, A. D. Robrahn, Chris Olson, William Smith and E. J. Wilson.

New members taken into the Franklin-Typothetae of Chicago last month include John C. Holmes & Son, 5536 South Halsted street; Griesemer Printing Company, 4523 Ravenswood avenue; Porter and MacMahon, 707 North Clark street; Pioneer Printing and Mailing Service, 157 West Randolph street, and Roth's Publishers' Press, 402 North Hermitage avenue.

The Seaman Paper Company announces the election of Henry Schott as vice-president, and his appointment as general manager, with headquarters in Chicago.

Mr. Schott recently resigned as vice-president in charge of sales and advertising of Montgomery Ward & Company, where he had been for the past five years. Previous to that time he was in the advertising business as president of The Ferry-Hanly-Schott Advertising Company, which is now The Ferry-Hanly Advertising Company, with offices in Kansas City, Chicago and New Orleans.

Mr. Schott has been in newspaper and advertising work all his life, beginning his newspaper work on leaving college, with the Leavenworth, Kansas, *Times*, which was then owned by Col. D. R. Anthony. Later he joined the editorial staff of the Kansas City *Star* and Kansas City *Times*, where he remained for twelve years under the direction of William R. Nelson.

The appointment takes effect April 11.

The S. V. Wright Paper Company is the name of a new firm selling paper to Chicago printers. The company is located at 508 South Dearborn street. Lines handled are Superior Mimeograph, Wright Bond, Lotus Bond and Monticello Bond.

The *American Daily Standard*, started last Christmas in Chicago, failed the middle of March. Lack of support on the part of Chicago churches is said to have been the cause of its failure. The newspaper was started to "meet the wishes of those people who profess to be dissatisfied with newspapers as they are," and was to represent the religious interests of the city.

Going to Move? Then you'd better get someone who knows how to handle your equipment. You can't afford to take risks by hiring inexperienced men for the job. Machines used in the printing trade won't stand abuse, and when you have to lose time because of damage, besides the cost of repairs, it's a little too late to try to justify it.

WE ARE SPECIALISTS—HAVING MOVED SOME OF THE LARGEST PLANTS IN THE CITY

PRINTERS' MACHINE WORKS *Phone Main 1339* **130-132 S. Clinton St., Chicago**

United States at Large

Fifty or more editors and publishers attended the meeting of the Long Island Press Association held March 7 in the executive building of the Mergenthaler Linotype Company, Brooklyn, N. Y.

The business session of the meeting was opened at ten o'clock by Vice-president Francis W. Hoag. Among the matters discussed were the buying of news print, the fixing of rates for the publication of legal advertising, the feasibility of organizing a "select list" for the consideration of general advertisers, and the proposed discontinuance of publication of the session laws.

Later the members of the association were taken on a tour of inspection of the recently enlarged Linotype factory group, to see at first hand the Linotype and Linotype accessories in the making. Luncheon was served in one of the big dining rooms in the executive building, and talks were made by Don C. Seitz of the New York *World;* Norman Dodge, vice-president and general manager of the Mergenthaler Linotype Company; Joseph T. Mackey, secretary and treasurer; Walter H. Savory, manager of the New York agency, and Conrad A. Hanson, general works manager.

Edward H. St. John, Linotype representative on Long Island, who is personally known to most of the editors and publishers in his territory, took an active part in the meeting.

In the evening a number of theater parties were enjoyed by the visiting editors and publishers.

At the recent annual meeting of the South Dakota Press Association announcement was made of the results of the weekly newspaper contest just held under the auspices of the department of agricultural journalism of South Dakota State College, Brookings, South Dakota.

In the section of the contest devoted to front-page make-up the first prize was awarded to the Dell Rapids *Tribune.* In the one given over to the farm news page or department, highest honors were won by the Miller *Press.* In the farm advertisement section the blue ribbon went to the Volga *Tribune.* And the prize for the best editorial was captured by the Brookings *Register.*

Much interest in the contest was shown by progressive editors and publishers in all parts of South Dakota. Many of the newspapers submitted were produced in modernly equipped plants, and some of the papers were, indeed, creditable specimens of the better sort of present-day smaller-town printing and journalism. All of the prize-winning papers mentioned operate Linotypes.

It is planned to conduct similar contests in connection with future meetings of the South Dakota Press Association.

Norman S. Githens, former assistant manager of publicity for the Mergenthaler Linotype Company, has accepted the advertising managership of the F. Wesel Manufacturing Company, manufacturer of printing, photo-engraving, electrotyping and stereotyping machinery and accessories.

For three years Mr. Githens was associated with several metropolitan advertising agencies, and just before joining the Linotype publicity staff was advertising manager of the Times Square Automobile Supply Company of New York City.

This general advertising experience, together with the close association with the printing industry and the thorough appreciation of correct typography gained in five years of service in the Linotype publicity department, make him the logical person to organize and direct an advertising department about to undergo the expansion contemplated.

The advertising department of the F. Wesel Manufacturing Company is maintained at the main offices of that concern, 72 Cranberry street, Brooklyn, N. Y.

The following committees of the Columbus Typothetae were selected last month by President S. U. Robinson:

Auditing—F. F. Vance, chairman; Geo. Van Bolt, J. A. Ey.

Cost Finding—W. L. Noice, chairman; B. J. Steele, J. S. Halfaker.

Credit and Collection—D. B. Neil, chairman; H. B. Perkins, F. W. Kreber.

Educational—D. N. Drenan, chairman; H. W. Waters, Robert P. Bell, Courtney Wilson, J. D. Bratton, M. S. Harvison, H. T. Phillips, L. G. Scales.

Entertainment—Hugh N. Gillespie, chairman; J. N. Bullock, Geo. Van Bolt, Ben. Heber, Glenn Morris.

Membership—Jos. B. Hanson, chairman, Warner Simpson, Carl Crossland.

Publicity—Ed. R. Linn, chairman; D. H. Evans, H. W. Gordon.

Trade Relations—Harry Bucher, chairman; J. H. Marquardt, S. R. Southard.

The strike of printers employed in the municipal printing plant of Boston was broken March 3 after having closed down the plant since January 17, when the eighty men employed walked out. They demanded an increase of $4.00 a week to bring their wages to the same level as those of men employed in the commercial plants of the city. This was refused on the ground that men in commercial plants were receiving the extra money as a bonus and that no bonuses could be granted in one city department without similar grants being made to other departments. Since the men have returned to work the announcement has been made that employes will in the future be subject to civil service law.

Merrit C. Spiedel, well known as president of the Piqua *Call* Publishing Company, has bought control of *The Press-Citizen* of Iowa City, Iowa, and will move to that place. He retains an interest in the Piqua *Call, Press-Dispatch* and Xenia *Gazette* and *Republican,* so will continue to be associated with Ohio publishers, having as partners in this state C. F. Ritnour and J. A. Chew. The Chew family is one of the veterans in Ohio publishing and job printing business. In Iowa City Mr. Spiedel will have as associate William F. Wade of New York.

Representatives of the "Open" and "Closed Shop" divisions of the U. T. A. have appointed a joint "Industrial Relations Committee" to work out a plan of co-operation between these two branches of the national organization. Those who make up the committee are T. E. Donnelley, Chicago; E. M. Lent, New York, and A. M. Glossbrenner, Indianapolis, representing the "Open Shop" division, and A. R. Morgan, Cincinnati; Luther C. Rogers, Chicago, and George H. Gardner, Cleveland, representing the "Closed Shop" division.

A half-page advertisement in the *Rocky Mountain News* was used March 21 by the Denver, Colorado, Typothetae, to convey to business men of that city a true idea of labor conditions in Denver's printing industry. The advertisement went into details concerning the 44-hour week, outlining the situation as it affects Denver. The statement was signed by 48 members of the Denver association.

A new division of the U. T. A. was announced last month when the 12 Sheet Calendar Manufacturers' Association joined the Typothetae. The group forms the 12 Sheet Calendar Division of the U. T. A. Officers of the division are H. H. Coleman of the Columbia Arts Works, Milwaukee, president, and A. A. Stone of the Stone Printing and Engraving Company, secretary.

The Graphic Arts Company, art and engraving, has been formed at Hartford, Conn., to take over the art and engraving departments of The Manternach Company, Hartford, advertising agency. The Manternach Company will retain the personnel of its present agency executives, and the Graphic Arts Company will take over the personnel of the Manternach art and engraving divisions.

A national exposition of the printing, advertising, publishing, lithographing, paper making and stationery industries will be held at the Twelfth Regiment Armory, New York City, April 25 to 30, inclusive. The exposition will be held at the same time as conventions of the American Newspaper Publishers' Association and Associated Press.

The Philadelphia, Pa., Typothetae has taken a three-year lease on the second and third floors of the building at 925 Walnut street, formerly occupied by the Saunders Company. The Typothetae will move early this month from the quarters now occupied on the sixth floor of the Robert Morris Trust Company building at 929 Chestnut street.

W. I. Wilson has resigned from The Geo. F. Eberhard Co., San Francisco, to become business director of The Citizen Print Shop, Los Angeles, of which his brother, Stanley B. Wilson, is manager. Arthur E. Durie, formerly representative of the Eberhard company in Los Angeles, has also joined The Citizen Print Shop.

The Mergenthaler Linotype Company and the Intertype Corporation have entered into a new working arrangement with their employes on a forty-eight hour basis instead of forty-four hours. The wage scale is practically the same as before, the operatives preferring to increase the hours rather than be subjected to a decrease in pay.

Charles A. Bookwalter, printer, publisher and several times mayor of Indianapolis, will speak at the monthly meeting of the Cincinnati Franklin-Typothetae to be held April 7 at Goodwin's Gardens, Gilbert and Blair avenues, Cincinnati. Officers of the association to act during the next year will be nominated at this meeting.

Members of the Cincinnati Franklin-Typothetae held their annual dinner and dance at the Hotel Gibson, March 19. A presentation of "The Sick Print Shop" featured the meeting. The committee in charge was composed of W. F. Kroner, W. J. Berg, C. A. Radford and C. B. Dodd.

The next regular meeting of the Master Printers' Association of Central Illinois will be held Tuesday, April 12, at Peoria. Central Illinois printers are invited to be present. The association was organized about two months ago and is already a strong influence in the industry of the state.

Establishment of co-operative printing plants in all cities in the Pacific Slope Allied Printing Trades zone to fight the employers' association is planned by journeymen printers, according to reports from the four-day conference of journeymen held in Fresno, California, last month.

Harvard University Press, Cambridge, Mass., announces the publication of the third edition of "Proof Readers' Marks and Tables for Estimating Copy," by Adam Kinghorn Wilson. Copies can be had by writing the Harvard University Press and enclosing 35 cents.

William R. Bromley, formerly with the W. J. Hartman Printing Company of Chicago, and later field secretary of the Second District Typothetae, has resigned from the latter position to join the sales force of Lewis Roberts, Inc., printers' ink manufacturers, Newark, N. J.

The Quick Print, Inc., of Mandan, North Dakota, is now operating two plants, having purchased the Craftsman Printing Company and a portion of the plant of the Farmers' Press of Bismark. Hereafter the two plants will be conducted under the name of Quick Print, Inc., Bismark and Mandan.

Employing printers and publishers of Oklahoma are organizing to "Make Printing a Business-like Business." Officers of the organization are: J. L. Cockrell, Midwest Printing Co., Tulsa, president, and Harry Jolly, *Herald*, Carnegie, secretary-treasurer.

Pittsburgh has jumped ahead of other Typothetae cities, in that it has organized a Ladies' Auxiliary of the United Typothetae of America. Other cities expect to follow Pittsburgh's lead. The object of the "Auxiliary" is to further educational plans of the U. T. A.

The Boyer Office Supply Company, of Canton, Ohio, has purchased the job department of the Repository Printing Company, in the same city. By combining the plants the Boyer Company now has equipment valued at $225,000.

The Morrison Printing Company, Creston, Iowa, has moved its plant from Pine street to the *Plain Dealer* building, where the job department of the Creston *Advertiser* will be combined with that of the Morrison company.

A new printing concern was started in Columbus last month. It is known as the Students' Printing Company and is located at 186 East Chapel street. Those interested in the company are Joe Conners, D. L. Mercer and C. A. Dunn.

C. R. French has resigned from the Russel M. Seeds Company, advertising agency, Indianapolis, Ind., and has been made manager of the advertisers' service department of the Printing Arts Company, in the same city.

The Hirschfeld Printing Company, of Cincinnati, Ohio, has started erection of a new plant at 410-12 West Court street, that city. The cost will be approximately $20,000. The new building will permit considerable expansion.

A state printing plant to print Texas school books is advocated in that state. A bill providing for such a plant has been submitted to the legislature. A saving of $1,000,000 to Texas taxpayers will result, according to advocates of the bill.

The H. S. B. C. Syndicate has been incorporated in Wilmington, Del., to do a general printing and publishing business. Capital, $100,000. Incorporators are M. L. Rogers, L. A. Irwin and W. G. Singer of Wilmington.

The Republican Printing Company of Wapakoneta, Ohio, was incorporated last month for $35,000 by W. B. Morey, C. S. Whiteman, C. W. Huenke, W. J. McMurrey, A. G. Boogher, A. Herzing and R. T. Moana.

Tri-City Typographical Union, operating in Rock Island and Moline, Ill., and Davenport, Iowa, decided March 10 to work under the present scale until May 1. The old scale expired March 1.

The Zeese-Wilkinson Company, New York City, has moved from 424 West 33rd street to the Metropolitan building, Court Square, Long Island City. The new telephone number is Hunter's Point 5820.

Journeymen members of the Pacific Coast Allied Printing Trades Conference, meeting in Fresno, California, March 10, decided to hold the 1922 meeting of the association in Seattle, Wash.

The Columbus Blank Book Manufacturing Company, 313-321 South High street, Columbus, has taken additional room which gives that concern 50,000 square feet of floor space.

The Metcalf Printing and Publishing Company of Northampton, Mass., has been capitalized for $150,000 by R. E. Reynolds, E. A. Ahearn, E. J. Paulhus, N. A. Whittaker and Robert McKeown.

The Standard Printing Company of Waco, Texas, has changed its name to Standard Printing and Stationery Company, with an increase in capital stock from $35,000 to $100,000.

The Hirschfield Printing Company, Cincinnati, will erect a two-story brick and stone printing plant at 410-412 West Court street, at a cost of $18,000.

C. B. Gorham, for the past three years secretary of the Atlanta Typothetae, has resigned that position to become secretary of the Winnipeg, Canada, Typothetae.

W. C. Martin, who resigned as secretary of the Cincinnati Typothetae last month, has accepted the secretaryship of the Portland, Oregon, association.

New machinery costing $30,000 is being installed by the Methodist Protestant Book Concern, in its plant at 108 West Fayette street, Baltimore, Md.

The Walter H. Baker Company, of Boston, has been incorporated for $50,000 by W. W. Baker, Theodore Johnson and A. L. Goodwin.

E. A. Alexander, former Linotype operator on the Vinita, Oklahoma, *Leader*, has opened a new job printing office at Broken Bow in the same state.

The National Tariff Institute has been incorporated for $100,000 in Wilmington, Del., to do a general printing and publishing business.

The Econ-Service Printing Company, Jamestown, N. Y., was incorporated last month for $10,000 by G. E. Hinman, O. J. Lundmark and M. E. Willcox.

J. W. Patton has sold the Stilwell, Oklahoma, *Standard-Sentinel* to Cassius Haywood, who will continue the publication of the paper.

A brand new print shop has been installed in the Indianola School, Columbus, Ohio, where 95 boys are learning the printing trade.

The Twenty-fifth Annual Convention of the American Photo Engravers' Association will be held in Buffalo, N. Y., June 23-24-25.

The Peerless Engraving Company is the name of a new engraving firm established last month in Little Rock, Ark., by Jay Radcliffe.

The Johnson Printing and Advertising Company, Dallas, Texas, has increased its capital stock from $64,000 to $128,000.

Conde Nast, publisher of *Vogue*, *Vanity Fair* and *House & Garden*, New York, has bought the Arbor Press, Greenwich, Conn.

The Community Print Shop, 265 West Broad street, Columbus, has joined the Columbus Typothetae.

May & Kreidler, Cincinnati printers, have appointed the Jesse M. Joseph Advertising Agency to handle their advertising.

The Rand Company, Boston, Mass., and North Tonawanda, N. Y., has been incorporated for $100,000.

The Maldan *Telegram*, Inc., Malden, Mass., was incorporated last month for $100,000.

Cross Paper Feeder Company has been incorporated in Boston for $100,000.

Perfect Register, Easily and Quickly Attained—Surely Retained!

The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System

goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

Are you worrying along with a fifty per cent system? Reasons why the Warnock plate-mounting devices are superior to all others are given in a comprehensive book, "Foundation Blocks of Good Printing," sent free upon request to

THE PRINTING MACHINERY CO. 505 Fisher Bldg. CHICAGO — Main Office and Factory 412 East Sixth Street CINCINNATI, OHIO — 45 W. 34th St. NEW YORK

NEWS FROM

MINNEAPOLIS AND THE NORTHWEST

Gathered by MINNEAPOLIS TYPOTHETAE, 304 New York Life Bldg.

H. S. HODGES, Executive Secretary

Andrew H. Goedert and J. M. Rengel of St. Cloud have recently opened a new commercial printing plant in that city. They will also sell loose-leaf devices, bookkeeping and filing systems, stationery, etc.

Mr. Goedert has been associated with the May Printing Company at St. Cloud, Minnesota, for some time past, and before his association with that firm was Duluth manager of the Fritz-Cross Company. Mr. Rengel has been in the employ of the May Printing Company for some time.

The *Artisan*, published by the William Hood Dunwoody Institute of Minneapolis, has this to say in a recent issue:

"During the past month there has been a very large increase in the enrollment in the Linotype branch of the printing department, and it has been necessary to run two shifts, one starting at 8:30 and continuing until 4; the other beginning at 10 and running until 6 o'clock. This method of taking care of the increased enrollment has shortened, to some extent, the hours on the machines, but has not affected the learning time of the student, as he is given instruction in some important branch of the trade every minute of the day, thus increasing his efficiency so as to make it easier while practicing on the machine."

A four-page folder was recently mailed to employing printers of Minneapolis, telling of the stand of Minneapolis on the 44-hour week. This folder has attracted considerable attention because of the clear manner in which it states the position of Minneapolis on this all-important question. A letter received from J. J. Seiberlich, commenting on the folder, may interest readers:

H. S. Hodges, Secretary Minneapolis Typothetae.

Looking over the folder recently gotten out by the Minneapolis Typothetae regarding the 44-hour week situation I noticed on page three thereof the statement that the local organization is closely affiliated with other organizations of master printers throughout the country.

Without trying to be critical and in the spirit of doing good for our grand organization, I wish to state that I think this statement is not strong enough and does not put to the readers of this bulletin the really splendid position in which we stand. It does not convey the idea that each individual shop in Minneapolis is a member of a national organization, *not affiliated with*, but a part of it.

My criticism may be merely a hair-splitting of the manner of expression in this bulletin, but I fear that many may not appreciate the splendid organization to which we are all so proud to belong, the "United Typothetae of *America*." Our local organization is truly a splendid one, but where would it be alone.

J. J. Seiberlich.

The composite statement for the city of Minneapolis for the six month period, ending February 28, is as follows:

Hand composition	$3.34
Linotype	2.95
Monotype keyboard	2.27
Monotoype caster	2.59
Jobbers, 10x15, hand fed	1.84
Jobbers, Universal	2.68
Jobbers, mechanical feeders	1.58
Cylinders, all sizes	4.30
Cutter	2.49
Folders, hand and mechanically fed	2.88
Ruler	2.22
Men's hand bindery	1.71
Girls' machine bindery	1.44
Girls' hand bindery	.95

These figures are based on actual costs in 35 Minneapolis plants operating cost systems. Secretary H. S. Hodges, in a statement made at the time this composite statement was made public, said: "We are often asked whether these figures are the product of imagination or whether they really apply to the business of the individual doing the doubting. They do apply and we can prove that usually the man who does not know his costs has costs higher than our published average. The 35 plants included in the composite are representative of the Minneapolis industry, and run from two press plants to the largest in the city. We are anxious to bring these figures before the whole industry because we are all drawing our business from the same field and what affects one affects all. Printing cannot be sold on a profitable basis at figures lower than those we publish."

Representatives from Minnesota and North and South Dakota met in St. Paul March 25 to organize the Eleventh District Typothetae Federation. The following resolution relative to the 44-hour week was adopted:

Whereas, This meeting as employing printers, comprising the Eleventh District Typothetae Federation, including the states of Minnesota, North and South Dakota, held in St. Paul, Minnesota, March 25, 1921, is unanimously opposed to any action that will reduce production, therefore, be it

Resolved, That we, in convention assembled, specifically and honorably and unequivocally pledge ourselves that we will oppose the adoption of the 44-hour week in the printing industry at any time. Further, that we pledge ourselves not to make any local or individual contracts with any employe or group of employes on a basis of less than 48 working hours per week.

The following officers, constituting the governing board, were elected:

William A. Repke, St. Paul, president; M. I. Stewart, Duluth, vice-president; S. B. Black, Fargo, vice-president; J. P. Adams, Sioux Falls, vice-president; W. K. Jeffrey, Minneapolis, treasurer.

Detailed information concerning this movement and the formation of the federation can be obtained from the secretaries of the Typothetaes in St. Paul, Minneapolis, Duluth, Fargo or Sioux Falls.

L. R. Wolff, U. T. A. field representative for the eleventh district, has started organization of several local Typothetaes and the completion of a "Typotheae Federation" for Minnesota, North Dakota and South Dakota. Mr. Wolff has had twenty-two years of experience in the printing industry, and is well qualified for the work he is performing.

The hand of Samuel Gompers and the American Federation of Labor is showing itself in the ordinary dealings of labor unions. All are familiar with the stand recently taken by the federation when on February 24, in Washington, a labor's bill of rights was drawn up, including the right to open rebellion against legal codes and the injunctions of the U. S. Supreme Courts. The following paragraph is a direct quotation from a label license just presented to Minneapolis printers for signature:

"The party of the first part (the union), or its duly authorized representative may enter the premises of the party of the second part at any time, with or without process of law, using such force as may be necessary, the party of the second part hereby releasing and discharging the party of the first part and its representative of and from any claim for damages arising from such action of the party of the first part or its representative or representatives."

Will A. Beach, of the Beach Printing Company, Sioux Falls, S. Dak., was a recent visitor at the offices of the Minneapolis Typothetae. Mr. Beach is investigating modern methods in use in printing centers in the Northwest. Mr. Beach said, when questioned concerning the operation of his plant while away: "No successful printer should fear leaving his plant to the care of others for a day, or a week, or more. Andrew Carnegie was right when he said that his success came more from the ability of the men he was able to attract into his organization than from his own knowledge and ability. This should cause some printers who believe their plant can't run without them to do a little thinking."

Taught by Martha Beeson, said to be the only woman printing teacher in the United States, the Seward Junior High School in Minneapolis boasts of a printing class second to none.

Report cards, programs, posters and a biweekly paper known as the *Junior Echo* are printed by the students of the school under Miss Beeson's direction. Cuts are made by the students from linoleum and color work is also included as part of the instruction.

"A Little Knowledge——"

The following letter from a buyer was received recently by a St. Louis printer, who suggests that the entire industry "please look into this":

My Dear Mr. ———:

I am returning the inclosed bill, with the respectful request that you investigate it to see if it is not seriously erroneous. The printers tell me here at the office that the union rate for compositors is 17 cents a thousand Ms. This, with approximately 2,100 Ms to the page of my play, would be 36 cents a page, or $8.64 for the 24 pages. Allowing you a profit of 100 per cent on the typesetting — these being profiteering days — the amount allowable for the type would be $17.28.

Then, do you charge $122.42—the difference between $139.50 and $17.28—for a few slips of paper and some pieces of wire stuck in them, after pulling a few hundred proofs? Will you please look into this?

Faithfully, ————.

We recommend the writer of this letter to any printer who desires the services of a *bright* (?) young man in his estimating department.

—*St. Louis Ben Franklin Bulletin.*

"MASTER PRINTERS"
Acknowledge it to be the Best

"QUICK-SET"

THE COMBINATION COMPOUND

ANTI-OFFSET, INK SOFTENER AND SAFE DRYER

FOR PRINTERS AND LITHOGRAPHERS

REG. U. S. PATENT OFFICE

THE UNIVERSAL INK REMEDY
"WHAT IT DOES"

It makes the ink set quickly — It eliminates offset
It stops ink picking — It prevents sheets sticking
It assures clean printing — It works in all colors

It Helps Production

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PERFECTION LINOTYPING CO.

COMPOSITION MAKEUP
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Books - Magazines
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Form Letters - Imprints
Ruled Forms - Tabular Work

PERFECTION LEADS - SLUGS RULE - BORDER

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PHONE HARRISON 6257-6258

LINO-TABLER
RULE-AND-FIGURE AND RULED-BLANK COMPOSITION

If you had a plant in which you had all the equipment of the 22 trade ruling and binding firms in the Employing Trade Rulers' and Binders' Association of the Franklin-Typothetae of Chicago you would be no better off than you are today without a single piece of such equipment, *FOR* this same amount of equipment is always at your service, awaiting your command and without half the bother, worry and expense incident to such a department in a printing plant.

And don't forget that your job will be done as you want it done. The code of ethics of the U.T.A. to which each of the following firms has subscribed makes that a certainty.

DIRECTORY OF MEMBERS

Aggerbeck Ruling & Binding Co. . . . . 107 N. Market St.
J. A. Burrows & Co. . . . . 310 S. Canal St.
Caxton Ruling Co. . . . . 508 So. Dearborn St.
John H. Daly . . . . . 300 W. Grand Ave.
C. J. Farwell Co. . . . . 626 So. Clark St.
Gould & Eger . . . . . 157 W. Monroe St.
J. L. Harding Co. . . . . 102 N. Wells St.
Harris & Walker . . . . . 167 W. Monroe St.
C. F. Kuhlow . . . . . 714 So. Dearborn St.
Fred C. Laukert . . . . . 712 Federal St.
Harry F. Little . . . . . 521 W. Monroe St.
Mortell & Co. . . . . 626 Federal St.
Nenning & Shugart . . . . . 518 So. Dearborn St.
Oconto Mfg. Co. . . . . 525 So. Dearborn St.
Reding & Hauser . . . . . 621 Plymouth Ct.
Frank J. Stadtfeld . . . . . 542 So. Dearborn St.
Stoll & Westerlin . . . . . 416 So. Dearborn St.
Trade Ruling & Binding Co. . . . . 607 So. Dearborn St.
F. N. Volkert Co. . . . . 117 N. Wells St.
Weber & Bloom . . . . . 422 So. Dearborn St.
Weil Bros. & Co . . . . . 416 So. Dearborn St.
Western Book Bindery . . . . . 732 Federal St.

Are you now giving your work to members of this Association? If not, why not?

DETROIT

W. C. Richards

Journeymen printers, to judge by a purely local disturbance, are the sort of people who monkey with third rails, and if in the Grand Canyon, no doubt, would try to see how close they could approach the edge without tumbling off. Some of them struck the middle of March. They walked out in spite of the fact that long lines of unemployed wait daily on street corners, and descend like an avalanche on the boys with the newspapers and their help wanted sections.

Closed shop master printers and the Detroit local of the Typographical Union have an arbitration agreement which does not expire for a year. The wage scale expired, however, in November, and the new scale was put up to Circuit Judge Cotter. The men asked an increase from $44.75 a week to $60. His award was $46.50, with the proviso that every six months the wage be adjusted, using the cost of living figures supplied by the United States Department of Labor.

The closed shops abided by the decision and paid the money. The open shops, which employed many union employes, refused, and the Typographical Union called the men out from the Franklin Press, Richmond & Backus Company, Topping & Sanders Company and Standard Composition Company. Thirty-nine men struck March 17.

Within three days the struck plants were supplied with all the men they wanted. A blind ad in a newspaper got 84 answers.

Verne Everton, Detroit engraver, who has just received word from P. P. Tolman, assistant curator of the Smithsonian Institute at Washington, that twelve examples of cross-line screen and odd-shaped diaphragms made by him are to be catalogued by the government and placed on exhibit in the institute, addressed the Adcraft Club the other day and declared engraving was 50,000 years old.

"It is positively the oldest of the arts," he said. "Recent excavations in Spain included an inscribed stone tablet. Consequently, advertising and photo-engraving were born virtually at the same time."

Everton found considerable fault with today's photo-engraving, claiming that it had not progressed apace with other arts. He blamed this stagnation on the lean prices the photo-engraver asked for his work up to a few years ago.

A new feature of the Typothetae-Franklin Monday noon meetings is a series of talks on printers' tools and equipment. During the month A. A. Webster, manager of the American Type Founders Company, talked on "This History of Books;" Verne Everton, president of Everton Engraving Company, spoke on "Plate-Making and the Relation of Engraving to the Printer," and J. C. Burkhardt, of the Burkhardt Company, Inc., spoke on "Book-Binding."

The eleventh annual tournament of the Union Printers' National Baseball League will be held in Detroit from July 31 to August 6, inclusive, Joseph J. Dallas, president of the league announces. Cities represented are Indianapolis, Philadelphia, Cincinnati, New York, Pittsburgh, St. Louis, Boston, Chicago, Detroit, St. Paul, Cleveland and Washington.

The industrial outlook has brightened. An aggregate of 75,781 men are now employed in 79 plants reporting in to the Detroit Employers' Association, as against 24,339 two months ago. The last report shows 41 plants on reduced schedules, however, averaging 39 hours a week.

S. R. Young, for five years sales representative of the Mergenthaler Linotype Company, has resigned to accept the position as sales manager of the Motschall Company, printers, at Grand boulevard and Canton avenue.

S. Peters, Saginaw, has been made president and Clyde Carter, Detroit, secretary and treasurer of the Michigan Photo-Engravers' Association.

The Vannatter Printing Company has purchased a building at 3681 Gratiot avenue, and has removed from the old address 64-68 Gratiot.

W. V. Parshall of Reardon-Parshall Company, will be in Chicago April 7, 8 and 9 for the meeting of the U. T. A. Executive Council.

Colonel E. T. Miller, secretary of the U. T. A., has just left Detroit after a visit with his mother and brother, who live here.

The annual meeting of the Michigan Typothetae Federation will be held in Port Huron in June.

The name of M. V. Brown and Sons, Detroit, engravers, has been changed to the Commercial Engraving Company.

GRAND RAPIDS

The first of a series of banquets and theater parties planned for the employes and officials of the Michigan Lithograph Company was held Tuesday night, March 22. Fifty-seven employes attended the banquet at the Elks' Temple, after which all made up a theater party at the Empress theater.

Hale Ellsworth, who has been representing the Whitaker Paper Company in Grand Rapids for the past year, resigned the middle of March and has taken a position as salesman with the Dwight Paper Company of this city. He will handle several city accounts, and make several of the large towns outside of Grand Rapids.

It has been reported that the Chicago Paper Company contemplates opening a Grand Rapids branch. The company has several places in mind, but has not as yet decided on a location. Charles Wright and Frank Tinkham represent the Chicago Paper Company in Grand Rapids and vicinity at present.

Martin Heir, secretary of the Grand Rapids Typothetae, and Lew Werry, general manager of the James Bayne Company, represented Grand Rapids at the Cincinnati meeting, which was held Tuesday, March 29, to discuss the 44-hour week proposition.

Business conditions affecting the Grand Rapids printing industry during March were fairly good. The James Bayne Company has been working a night shift which it expects to keep on for some time.

W. S. Rymer, who has been with the Powers & Tyson Printing Company for some time, has taken a position on the sales force of the Cargill Company of Grand Rapids.

The Grand Rapids Vocational School of Printing reports that the class that was just recently organized is well under way, and a large number of students are enrolled.

Newton Nind, Sr., president of the Periodical Publishing Company, Grand Rapids, died in St. Petersburg, Fla., recently.

The Knickerbocker Press and the Powers & Tyson Printing Company are installing new model Liberty folding machines.

THE UNION PAPER & TWINE COMPANY DETROIT

RADIUM BOND
(WATERMARKED)

A rag-fibre bond of quality at a reasonable price. It has the crisp crackle and strength so noticeable among the high-priced bonds.

It has a distinctive cockle finish that makes attractive letterheads and business stationery. Has perfect printing and lithographing qualities.

Carried in stock in white from Substance No. 13 to No. 24.

WE ARE MICHIGAN DISTRIBUTORS FOR
The West Virginia Pulp & Paper Company's
"MILL PRICE LIST" PAPERS

CLEVELAND

The Toledo *Times* has a new home at Huron and Orange streets. It is two stories high, of pressed brick, concrete and steel, 90 by 90 feet in dimensions, and is within three blocks of the city's civic center. The *Times'* home was burned five years ago. Two big presses in the new building's basement and storage capacity of tons of print paper are included in the facilities afforded.

Cleveland has over 200 fairly well known printing concerns, ranging from firms like the Forman-Bassett Company, the Britton Printing Company, or the Caxton Company down to concerns employing a few persons. The printing industry is a strong one in the city and the big plants are equipped for anything offered in color work. The Caxton concern can turn out any sized catalog with colored work, as can the Britton concern.

In addition to these printing firms the city supports a dozen and a half good printers' supply houses, while the Cleveland Printing Ink Company holds its own in inks. These printing shops cover a wide range of work possible, including multigraph production and lithographing. About 20 firms are classified as lithographers, including the Morgan Lithograph Company, which recently erected a new fireproof home. A dozen firms are listed as ready for doing Linotype work of all kinds, no less than a score of recognized concerns specializing in engraving and printing, while at least 15 firms make a specialty of photo-engraving. These latter include Corday-Gross Company, and the Caxton Company, several well known firms, like the Korner & Wood Company classifying themselves as engravers and stationers.

The Transo-Envelope Company, 622 Hippodrome building, specializes in one-piece window envelopes. L. H. Hecht is manager.

The Business Service Bureau, 1307 Schofield building, specializes in the Standard Envelope Sealer.

Cleveland has become quite a center for making envelopes. The Standard Envelope Company, 1011 Oregon street, reporting heavy calls. The Gaw-O'Hara Envelope Company, the Cleveland Envelope Company, the Security Envelope Company, are among the leading firms in this line.

In the line of multigraphing and addressing 35 or 40 well established firms are doing business. The Cleveland Multigraph Company is one of the main fixtures of the Caxton building—a "home for printing." The Ideal Multigraph and Print Shop, Ellastone building; the Cromwell-Brooks Company, The Arcade building; the Acme Multigraph Company, Erie building; the O. K. Multigraphing Service, 1425 East 9th street, and others specialize. The Cromwell-Brooks Company is 17 years old.

One illustration of the old saying "big oaks from little acorns grow" is the growth of the Premier Press of Cleveland, organized in 1916. In four years it has increased its employes from three to nearly 100, and more than quadrupled the mechanical equipment for general printing. So completely has this unique organization outgrown its swaddling clothes, that it now occupies two complete floors in its new East 18th street home, called the "Premier Building."

An unusual feature characterized the moving in—not a single hour of production activity was curtailed. The plant was moved several blocks in the heart of the city. New presses were installed and in operation in the new home while machinery from the old home was being moved.

Regular schedules of delivery were made. The reason advanced for the growth of the Premier Press by its president is "dependable service." This was the slogan from the start. Always keeping abreast of the usual developments in printing machinery and facilities, Charles Eisele, president, and other officers of the company, added new printing equipment to keep pace with increased demands. The concern has a complete modern non-distribution type system—one of the best known. Three casters and two keyboards, and experts in charge, make this feature a great help. The Premier Press early saw the importance of a service department for customers and established one, supplying everything from a mere idea to a complete advertising campaign, including copy, layout, engravings, plan and selection of proper paper and inks. More than this, the firm covers the country with a publicity service—doing educational, commercial and institutional work. Business activities are not limited to Cleveland and vicinity, but cover the country from coast to coast. "Service to the customer first" is the watchword of the employes. The ground floor space of the plant is 22,000 square feet.

The new officers of the Buckeye Press Association are: President, A. D. Robinson, Ravenna *Republican;* first vice-president, H. B. McConnell, Cadiz *Republican;* second vice-president, A. E. Hulz, Logan *Republican;* third vice-president, G. R. Kinder, Rockford *Press;* fourth vice-president, H. D. Ramsdell, Sycamore *Leader;* fifth vice-president, C. B. Unger, Eaton *Herald-Register;* corresponding secretary, E. R. Yale, Waynesfield *Chronicle;* recording secretary, Miss Elouise Thrall, Carey *Times;* treasurer, W. R. Conway, Cardington *Independent.*

"The News Print Situation" was discussed by D. E. Barry of the Whittaker Paper Company, during the recent annual convention of the Buckeye Press Association in Columbus. This association is composed of editors and owners of country weeklies. W. A. Lang, of the Howard Paper Company, Urbana, talked about "Paper Making. Harry Hillman, editor *The Inland Printer,* discussed "The Future of the Printing Industry," while "Government Trained Apprentices" was the subject taken by Karl Bull, of Cedarville, O.

The Akron *Morning News* is now an established fact. John R. Carroll is the president, and John R. Rice, secretary-treasurer of the publishing firm. The mechanical equipment is housed in a new three-story building, and consists of five Linotypes and a Goss flat bed press. The *News* is served by the Associated Press. It is nonpartisan politically. A. J. Shaffer, James P. Dunley and John Alexander are directors.

President G. W. C. Perry has appointed the following to represent the Ohio Associated Dailies at the press conference in Honolulu, October 4 to 14 next: F. W. Bush, Athens; Homer Gard, Hamilton; Roscoe Carle, Fostoria; W. J. Galvin, Lima; Mrs. Zell Hart Demming, Warren; John Kaiser, Marietta; L. H. Brush, Salem; E. G. Mack, Sandusky; G. W. C. Perry, Chillicothe.

The New Philadelphia *Daily Times* has installed a new Linotype, model 14, which sets type in 13 different faces of 8 different sizes—designed for the news and advertising columns—as well as rules, dashes and borders. The *Times* expects to set as much type with its three machines as could be done by 18 hand compositors.

Among the conventions scheduled for Cleveland this year is that of the Amalgamated Lithographers' Association. This meeting is one secured by co-operation of the convention board of the Chamber of Commerce and the lithographers of the city.

The Union Paper and Twine Company, 127 St. Clair avenue, reports an increased demand by the trade for stocks, including bags, wrapping, printing and other paper; also envelopes and paper boards.

The Ohio Sun Publishing Company was recently incorporated in Columbus, with $5,000 capital, by W. A. McWilliams, W. C. Anderson, J. J. Atwell, J. H. Rivers, J. M. Stanley, W. S. Lymans and L. Beason.

Floyd J. James, who has been connected with the Galvin chain of newspapers and job offices in Ohio, in Wilmington, New Vienna and Hillsboro, has bought the New Holland *Leader.*

The Exhibitors' Poster Service Company, incorporated under the Ohio laws to operate in Cleveland, has increased its capitalization from $10,000 to $25,000.

John W. Finch, secretary-treasurer of the Ohio Typographical Conference, has mailed out notices for the next semi-annual meeting to be held in Marion April 9 and 10.

John L. Sullivan has been elected president of the Marysville (O.) *Leader* Printing Company, which does a general job business outside of publishing a newspaper.

BOOKBINDERS
TO THE TRADE
We Specialize in Edition and Catalog Binding in Cloth or Leather, Also Pamphlet Work
THE FOREST CITY BOOKBINDING COMPANY
525 Caxton Building, CLEVELAND, OHIO

MAKE-UP SERVICE SPACING MATERIAL
THE HUSTED COMPANY
Machine Composition
436 CAXTON BLDG. CLEVELAND

MILWAUKEE and WISCONSIN

Milwaukee Typothetae set a new record for attendance at its regular monthly meeting held at the Hotel Pfister on the evening of March 8, when 105 Milwaukee printers sat down to an excellent dinner.

The guest and principal speaker of the evening was William J. Eynon, president of the United Typothetae of America. Mr. Eynon's subject, "Confidence and Co-operation," was logically and forcefully developed, bringing out many helpful suggestions.

The business of the evening was the consideration of the budget proposed by the finance committee and board of directors for the next twelve months' operation of the organization. This budget amounts to nearly $40,000, and was passed by more than two-thirds vote of those present.

The rate of dues for the coming year was fixed at one-tenth of one and three-quarters per cent of the mechanical payroll for 1920, payable monthly. This is a lower rate than last year, but the recent survey of the city's mechanical payroll by Secretary W. G. Penhallow shows an increase of nearly thirty-three and a third per cent over the payroll for 1919. This will mean an increase in the total amount of dues paid, despite the reduction in rate.

A special feature of the new budget is the provision made for advertising and selling the Typothetae to buyers of printing. This will likely take the form of a Typothetae house organ to be mailed to Milwaukee business men.

Another feature, which is an entirely new departure in Typothetae service, is the provision made for the employment of an authority on estimating at the central office. It is expected to develop this "service" to a point where it will be of untold value to Typothetae members.

Oscar Loewenbach, chairman of the entertainment committee, and Herbert Fuhry, one of its members, attended the ladies' night meeting of the Franklin-Typothetae of Chicago, held in the Gold Room of the Congress Hotel, March 12. Their mission was to present a magnificent loving cup to members of the Franklin-Typothetae who recently presented the play "The Sick Print Shop" at the Pabst theater, Milwaukee. The cup was appropriately engraved with names of those who took part in the play.

The Wisconsin assembly on March 22 killed the American Federation of Labor's bill for a straight eight-hour day in mills, factories and manufacturing establishments, with its declaration that more than eight hours' work in any one day in such places is injurious to the health of the worker, and sent the Halsey bill for an eight-hour day on public printing back to committee.

The Racine, Wis., *Journal-News* started the erection of its new building April 1. It will be completed by next December. When finished, the building will be two stories in height and will cost around $100,000. The location of the new structure is on the northwest corner of Fourth and Wisconsin streets.

O. C. Homberger, who has been assistant business manager and cashier for the Janesville *Gazette* for the past nine years, has purchased a substantial interest in the Brandenburg Printing Company, in the same city. He will act as manager of the Brandenburg Company.

The Wisconsin Typographical Union state conference last month adopted resolutions at a meeting in Fond du Lac calling for a forty-four hour week beginning May 1. The conference also indorsed an eight-hour day for the state's printing plant.

Frank R. Wilke Company, which for several years past has operated a most successful platen press shop at 1015 Third street, Milwaukee, is making extensive additions of space and equipment. One of these additions is a Miehle cylinder press.

Federal Printing Company, Milwaukee, announces that it will occupy new and much larger quarters at 1604-1612 Clybourne street on May 1.

The Monroe, Wis., *Daily Times* has been purchased by Robert E. Knoff, state editor of the Milwaukee *Sentinel*.

Insure the Delivery of Mailing Pieces in Presentable Shape

Direct mail advertisers who utilize broadsides and announcements extensively often berate the carelessness of the postal department for the crumpled, torn and mutilated condition in which mailing pieces sometimes reach the prospect. On the other hand, complaint is being made by the postoffice department that advertisers are violating the injunctions against mailing advertising matter of greater dimensions than 4x9 inches. It is a benefit to the advertiser as well as to the postoffice and other users of the mails, for all to be informed as to the ruling on the size of the mail.

There is a reason for placing 4x9 inches as an arbitrary maximum folding size on all mail matter. That is the size of the cases in which the mail is sorted, and to make circulars or letters larger means they must be bent individually to space in the racks. After the mail is sorted, it is tied in packages and if the circular is larger than the other mail it is liable to be cut or otherwise mutilated by the string.

Therefore it is readily seen that out-of-size mail holds up the service, and lays one liable to the mutilation of his mail.

As the advertiser depends so much upon the postal system, he should co-operate whenever possible in maintaining its efficiency.

The printer and the advertiser will do well to bear in mind the maximum folded size for mailing pieces.—*D. & W. Chats, Diem & Wing Paper Co., Cincinnati.*

NUZUM ELECTROTYPE COMPANY
FORMERLY LAUDON-NUZUM
ELECTROTYPING
WAX RULING
STEEL CUTTING DIES
CURVED PLATES
133-135 MICHIGAN STREET
MILWAUKEE, WIS.
PHONE BROADWAY 1279
MATRICES
STEREOTYPING
BOOK PLATES
EMBOSSING PLATES

CHARLES S. UTZ, President and Treasurer
WALLACE P. ALLEN, Vice-President and Secretary
MILWAUKEE PRINTERS' ROLLER CO.
PRINTERS' ROLLERS
and Tablet Composition
Printing Machinery
Office Room 24, Evening Wisconsin Bldg.
MILWAUKEE, WIS.

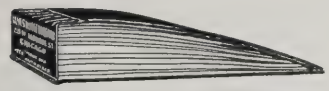
New Lines Recently Added

ANTIQUARIAN COVER
Ripple Finish
2 SIZES—2 WEIGHTS—10 COLORS

ARTLOVERS' COVER
Vellum Finish
1 SIZE—2 WEIGHTS—9 COLORS

ARVEN COVER
Plate Finish
1 SIZE—2 WEIGHTS—5 COLORS

PATRICIAN COVER
Crash Finish
2 SIZES—2 WEIGHTS—8 COLORS



REG. U. S. PAT. OFFICE

JAMES WHITE PAPER CO.

Telephone—Main 875

219 W. Monroe St., Chicago

A. R. BUCKINGHAM

LINOTYPE

Service and Makeup

Phone Franklin 1996

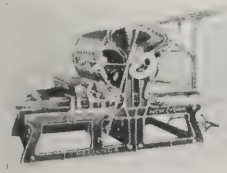
15 SOUTH MARKET STREET

BABCOCK CUTTER AND CREASER
Extended Delivery can be Added

BABCOCK OPTIMUS 2-ROLLER
Pony

BABCOCK OPTIMUS 3-ROLLER

BABCOCK OPTIMUS 4-ROLLER
With Extended Delivery



BABCOCK RELIANCE

BABCOCK STANDARD

THE BABCOCK LINE

BABCOCK PONY EXPRESS

BABCOCK EXPRESS

WHICH BABCOCK FOR YOU?

Printer: The Babcock line affords the press that best meets every flatbed cylinder press requirement in the plant of the modern commercial job, catalog and book printer. A full range in the Two-Revolution Babcock Optimus from the super distribution 4-roller sizes, to that 3-roller happy medium and the speedy 2-roller ponies. Greater production now from the big 4-roller presses with the Extended Delivery. Many printers find the One-Revolution Express and Pony Express better buys for many kinds of work than the higher priced two-revolution machines.

Publisher: Good presswork with speed at low cost for the publisher of a weekly or small daily newspaper has been the record of Babcock one-revolution presses for years and years. The present models of the Express, Standard and Reliance are the same old basic values of dependable press building, with here and there an improvement added for convenience of operation. A Folding Machine can be attached to any of these presses, making a unit for the delivery of a completed newspaper. Efficient presses for the occasional big job that comes to the country plant.

Paper Box Maker: The latest addition to the Babcock line is the Automatic Piling Cutter and Creaser Press. For the manufacture of folding boxes and cartons this machine affords a saving in cost up to 40%, depending upon number of presses installed. Cutting and creasing large sheets at high speed, control of sheet by grippers until cutting process is finished, automatic delivery in large stacks evenly jogged. Lessens the number of "ties" in the form. At least one less employed per press—less proportionately in batteries of three or more

More BABCOCKS in use than any other single make of Cylinder Press—because: "The Printed Goods are Best Delivered by the BABCOCK"

SUPERIOR PRODUCTS SINCE 1868

BARNHART BROTHERS & SPINDLER

Western General Sales Agents Babcock Printing Press Mfg. Co.

CHICAGO KANSAS CITY DALLAS ST. LOUIS OMAHA ST. PAUL SEATTLE

TORONTO

At a recent meeting of the directors of the Canadian Weekly Newspaper Association held at the head office in Toronto, it was decided to hold the annual convention in Vancouver, B. C., next June, when it is expected that about three hundred weekly newspaper men and their wives will go west on special trains which will leave Toronto on the evening of June 2. The association was organized a year ago, and already includes in its membership 408 out of the 753 weekly newspapers eligible in Canada.

The dean of the printing trade in Fredericton, N. B., is dead at the age of 88 years in the person of George P. Barrett, who spent his whole life in the printing trade in that city in connection with the publication of the New Brunswick *Royal Gazette*. Fifteen years ago he was presented with an Imperial Service Medal in recognition of his long and faithful public service. He was an uncle of Charles F. Neill, general manager of the Royal Bank of Canada.

The appointment of Major C. W. James, secretary to the Minister of Education in the Ontario government, to the position of King's Printer, has been officially ratified by the Ontario legislature. He succeeds A. T. Willgress, who has been appointed librarian. In his new position Major James will also have the duties of inspection of paper. The new move probably means the abandonment of the proposed creation of a provincial purchasing agent.

An old member of the Canadian printing craft is dead in London, Ont., in the person of R. M. McElheran, secretary of the London Board of Education. The late Mr. McElheran served his apprenticeship in the printing trade in the office of the old Woodstock *Times*, and was later on the staff of the London *Advertiser*. A son, W. M. N. McElheran is with the Stovell Press in Winnipeg.

Five additional firms were recently taken into the Toronto Typothetae, and a drive to be launched soon will bring nearly all of the printing concerns of the city into the organization. The firms which have recently signed up are: University of Toronto Press, Litho Print, Limited, W. J. Gage & Co., Limited, Kirkendall & Fraser and Smith Brothers.

The Toronto Lithographers' Association held an enjoyable regular luncheon at the King Edward Hotel a few days ago when the guest of the gathering was A. O. Johnston, of Chicago, who gave an address dealing with lithographing conditions in that city. The president, W. S. Connell, presided, and there was a good turnout of the members.

The members of the lithographing, stereotyping and art staffs of the Toronto *Telegram* recently sat down to an enjoyable banquet at the King Edward Hotel. Among the guests were Sir Robert Falconer, president of the University of Toronto, and D. A. Carey, representing the American Federation of Labor.

Fire of an unknown origin did $20,000 damage to the plant of the Port Arthur *News-Chronicle*, the plant being rendered useless for some weeks. The chief loss was caused by water, which destroyed considerable stock and equipment.
many years.

A resolution announcing absolute opposition to any reduction in the present work week for printers, as being demoralizing to the industry, was adopted at a business session of the executives of the printing industry from Ontario and Quebec, held in Montreal a few days ago. The meeting also decided in this connection that a contingency fund be created in every local printing center equal to three month's payroll and overhead for each plant, and that a committee be created in each center to collect and handle the funds. A number of other resolutions were passed affecting the welfare of the printing trade, and the conference was considered a great success. Those who attended were: D. S. Murray, J. C. Acton, A. L. Lewis, Q. B. Henderson, G. D. Thomas, F. S. Thomas, F. M. Kimbark, George M. Rose, W. A. Sutherland, D. B. Taylor, the latter assistant manager of the Canadian Daily Newspaper Association, all of Toronto, and Philip Davis, J. M. Elliot and W. R. Turnbull of Hamilton; J. P. Hurley, Brantford, and I. A. Shantz, Kitchener. Similar meetings will be held three times a year.

The Canadian Weekly Newspaper Association, which includes in its membership a large proportion of the weekly newspapers throughout Canada, has arranged a new advertising contract with the King's Printer at Ottawa, which provides for an increase of forty per cent in advertising rates. This contract is now in effect. The new rate is 12 cents per agate line for first insertion and 8 cents per line for each subsequent insertion. The Dominion Government now pays card rate for all advertising and treats each bit of advertising as a separate item, thus protecting the papers against considerable loss through the former practice of lumping, which carried with it the privilege of the wholesale rate on the total amount of advertising space used.

At a recent meeting in Toronto of the Canadian Linotype, Limited, visitors were present from the Mergenthaler Linotype Company in the persons of Norman Dodge, second vice-president and general manager; Joseph T. Mackey, president Canadian Linotype, Limited, Toronto, and secretary-treasurer of the Mergenthaler Company, and C. A. Hanson, works manager. Dinner was served in the show room of the company, following which there were a number of speeches dealing with the past successes and future plans for the company's business. Thomas Bland, Toronto manager, acted as toastmaster. It was decided to make the gathering an annual one.

Amalgamation of the Canadian interests of Sinclair & Allen, printers and publishers, Toronto, and Eaton, Crane & Pike Company, of Pittsfield, Mass., is announced by officials of the two concerns. Norman A. Sinclair will be the president of the new company, which will enter into the manufacture of the Eaton, Crane & Pike Company line of fine stationery. Col. W. H. Eaton, treasurer of the Pittsfield company, will be the vice-president.

Frank M. Alexander, who for twenty-three years has been with the Maclean Publishing Co., Limited, Toronto, as circulation and advertising salesman and as advertising and business manager, has resigned to become manager of the trade paper department of the Commercial Press, Limited, of Toronto.

Toronto journeymen will fight for the 44-hour week, if negotiations do not obtain it for them by May 31, on which date the agreement between the unions and the Master Printers' Association expires. Secretary George Murray of Local No. 91, International Typographical Union, has sent an answer to this effect to the communication from the Typothetae, asking the unions to continue the existing agreement until November, when conditions in the printing trade are expected to reach a stable basis. Recently a negotiating committee representing job printers, asked the Typothetae to negotiate an agreement. A meeting was held in the Toronto Labor Temple and it was decided to put a referendum to the membership on the question of a special assessment of 5 per cent of the weekly pay envelope, which would augment assistance from international headquarters. The referendum carried six to one. Secretary Murray has made this statement: "While there was nothing written in the agreement in 1919 promising the 44-hour week in 1919, the understanding was that it would automatically become effective when the agreement expired. The members were determined to have it then and for this reason it was not pressed. While I would not accuse members of the Master Printers' Association of breaking their promise, yet the scale committee of the union believed this and told the members the 44-hour week was a foregone conclusion in 1921." Mr. Murray also stated that international headquarters had advised the local union that agreements could not be continued after May 1, or the date upon which they terminated, without international consent. He pointed out that the policy of the International Typographical Union at its last convention was the 44-hour week this year. Any violation of the convention or the constitution of the union would render the local union liable to expulsion and the danger of losing considerable death benefits and pensions for the members.

Headed for the century mark, R. H. Constable, one of Canada's oldest printers, celebrated his 89th birthday at his home in Woodstock a few days ago. Mr. Constable was actively engaged in the printing trade until a year ago, when he retired. Learning the printing trade in Cleveland in the early days of the Cleveland *Plain Dealer*, Mr. Constable returned to Canada, where he worked at the case in St. Thomas, Ont. It is on record that he went back to Cleveland during the last year of the Civil War. Artemus Ward had commenced his humorous writings on the *Plain Dealer* and Mr. Constable refers with pride to the fact that he took the famous humorist's place while the latter went on a lecturing tour to California, keeping up the column the while. He also worked at the case with Mark Twain. After some years' service on the *Plain Dealer* Mr. Constable came back to Canada and established the Ingersoll *News* and later the Ridgetown *Plain Dealer* and the Niagara Falls *Record*. His recent years of active work were spent in various job offices, his last business venture being in Woodstock, where he ran a job office until age compelled him to retire a year ago.

F. W. Randolph, field secretary of the United Typothetae of America, was the speaker at the last regular meeting of the Toronto Typothetae. Mr. Randolph dealt with the local activities of the Typothetae and urged a standardization of all work of branch organizations. Before his present tour ends, Mr. Randolph will visit Ottawa, Montreal and Quebec.

W.P. Co.

High Grade
Coated Book
and
Coated
Lithograph
Paper

WATERVLIET PAPER CO.
MANUFACTURERS
COATED AND BOOK PAPERS
WATERVLIET,— MICHIGAN.

Our Papers Are Sold by Paper Merchants Everywhere

WITH OUR ADVERTISERS

Demonstrate Halftone Process

The method of printing halftones on bond paper is the subject of demonstrations being given throughout the Central West by representatives of the Crocker-McElwain Company, manufacturers of Certificate Bond, Holyoke, Mass.

The method, known as the Certificate Process, enables the printer to produce work of exceptional merit on bond paper and opens new possibilities in the Direct-by-Mail-Advertising field. The demonstration was given in Chicago Wednesday afternoon, March 16, at the plant of the Franklin Company and again on the following afternoon at the R. R. Donnelley and Sons Company plant. On Tuesday and Wednesday evenings, March 15 and 16, dinners were given by the Midland and Messinger Paper Companies, Chicago distributors of Certificate Bond. These were attended by the sales force of each company and a number of representative printers.

Those representing the Crocker-McElwain Company were R. S. Litchfield, manager of sales; C. H. Barr, director of advertising; Walter E. Perry, special representative, and F. J. Roche, expert pressman. Other cities included in the itinerary were Detroit, March 11; Milwaukee, March 18; St. Paul, March 19-20-21; Minneapolis, March 22-23; Des Moines, March 24-25; Omaha, March 26-27-28-29; Kansas City, March 30. St. Louis and Indianapolis were also visited.

Of Value in the Printing Plant

In a recent folder gotten out by the Challenge Machinery Company, attention is called to the McGreal Patent Combination Printers' Chase, manufactured by the Challenge company. McGreal chase lengths are 1½ inches wide and ⅝ inch thick. Each length is interchangeable with any other piece, making a square and rigid corner. This makes it possible to construct practically any size chase at a much lower cost than it would be possible to buy ordinary poster chases.

Barnhart Bros. & Spindler Note Issue

Serial Gold Notes to the amount of $600,000, yielding 8 per cent, have been placed on the market by Barnhart Bros. & Spindler, type founders, Chicago, for the purpose of retiring floating indebtedness. These notes are issued in denominations of $100, $500 and $1,000, interest payable semi-annually, on March and September 1, at the rate of 8 per cent per annum. The issue is redeemable as a whole or in part on any interest date on not less than thirty days' notice, at 102, for all notes maturing from 1923 to 1925, inclusive, and 101 for all notes maturing from 1926 to 1931, inclusive.

A statement issued by the company shows its net earnings for 1920 to have been $389,906.23.

You Need This Book

"Commercial Engraving and Printing" is the name of a new 846-page book just published by the Commercial Engraving Publishing Company of Indianapolis. The book is one of the best treatises ever published on this subject, and is an invaluable addition to the library of every advertising manager, printer, engraver, lithographer, paper merchant, photographer, commercial artist, salesman and instructor in any of these arts. The book is by Charles W. Hackleman and covers every process used in the graphic arts. Some idea of its contents can be gleaned from the fact that its index covers commercial photography, wash and line drawings, engraving and printing, lithography, offset printing, copper and steel plate engraving and printing, paper, bookbinding, music engraving and printing, patents, trade marks, copyrights and mailing lists. This is only a fragment of its contents. Inserts showing the products of these processes with illustrations in both black and white and colors add to the value and attractiveness of the book, which is well printed and bound in boards. It can truthfully be called the "Encyclopedia Britannica" of the printing industry. It is a work that should find a place on the desk of every printer in the country.

Porte Price List Has 10,000 Users

There are now ten thousand users of the Franklin Printing Price List, according to O. Romney, sales manager of the Porte Publishing Company, Salt Lake City. These are distributed as follows: Illinois, 593; Texas, 584; Iowa, 578; Pennsylvania, 520; Canada, 516; Minnesota, 474; Missouri, 456; Nebraska, 451; California, 448; Ohio, 445; New York, 442; Wisconsin, 391; Kansas, 342; Washington, 262; Indiana, 261; Colorado, 255; Michigan, 240; Oklahoma, 213; Arkansas, 204; South Dakota, 178; Massachusetts, 145; Utah, 142; Florida, 136; North Carolina, 135; North Dakota, 134; New Jersey, 133; Oregon, 128; Mississippi, 100; Montana, 96; Idaho, 95; Louisiana, 92; Tennessee, 85; Virginia, 80; Georgia, 76; Kentucky, 71; South Carolina, 70; Arizona, 56; Wyoming, 55; Alabama, 52; Maine, 48; West Virginia, 47; Maryland, 41; Connecticut, 40; New Mexico, 32; New Hampshire, 28; Nevada, 26; Vermont, 17; Rhode Island, 12; Delaware, 3.

Invents New Method for Boxes

A new device to "dress-up" copy, "set out" headings and "put punch" into advertising captions, has been marketed by the Box-A-Lyne Company, Grand Rapids, Mich. The device makes possible the casting of boxes on type-casting machines and does away with the laborious cutting of rule for this purpose. Box-A-Lyne is the invention of C. C. Gilleo, former Linotype operator for the *Herald*, Grand Rapids. Mr. Gilleo is president of the concern manufacturing the device; W. E. Borst is vice-president; A. C. Gilleo, secretary-treasurer; C. F. Hext, director, and S. W. Foran, general manager.

Osterlind Report Shows Up Well

The annual report of the Osterlind Printing Press & Manufacturing Company, of St. Paul, Minn., shows that company to have made considerable progress in the last year. The financial statement of the company for the year ending Dec. 31, 1920, is as follows:

Assets —			
Cash and bank balances	$ 4,895.60		
Accounts receivable	8,127.90		
Stock and material	20,352.93		
U. S. government claim	72,485.99	$105,862.42	
Plant equipment	70,309.69		
Patents	1.00		
Furniture and fixtures	485.57	70,796.26	
Buildings and real estate		14,575.88	
Liabilities—			
Accounts payable	$ 2,899.67		
Notes payable	17,215.39		
Contract for building	7,600.00		$ 27,715.06
Reserve for depreciation			27,802.71
Capital stock—			
Preferred authorized	100,000.00		
Capital stock—			
Preferred unissued	82,400.00		17,600.00
Capital stock—			
Common authorized	250,000.00		
Capital stock—			
Common unissued	169,450.00		80,550.00
Surplus			37,566.79
		$191,234.56	$191,234.56

Strathmore Co. Holds Sales Meeting

Members of the Strathmore Mill and Merchants' Association met in Springfield and Mittineague, Mass., March 10 and 11 for the second annual sales conference of the company. Reports of various committees and addresses by leading men in the trade, including John Clyde Oswald, editor of *The American Printer;* Hamilton Wood, president of the Worcester, Mass., U. T. A., and Arthur S. Allen, sales manager Philip Ruxton, Inc., featured the meeting. One of the most important matters discussed was that of the "Color Grammar" advocated by the Strathmore company.

A Valuable Book

"The Model 'E' Cleveland Folder and Its Folds" is the title of an interesting book just published by the Cleveland Folding Machine Company. The book is descriptive of the latest member of the "Cleveland" family and shows its method of operation and possibilities in the modern printing plant. A copy can be had by writing the manufacturers.

Printers Appraisal Agency

ESTABLISHED 1865

Incorporated

[*Printing Plants Exclusively*]

1146 Monadnock Block, Chicago

A Record of Twelve Consecutive Years in One Chicago Plant

Endorsed by the Franklin-Typothetae of Chicago

Harrison 6062

SCHROEDER BROS. CO.

ELECTROTYPERS
NICKELTYPERS &
ENGRAVERS

120-124 W. Polk Street CHICAGO

Engdahl Bindery

Edition Book Binders

412-420 Orleans Street, CHICAGO

Just Across the New Franklin-Orleans Bridge

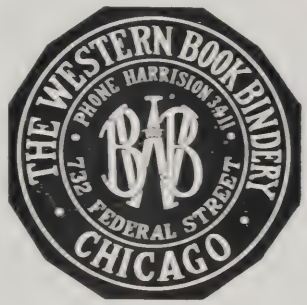
Telephone Main 4928

"Books Bound by Us Are Bound to Satisfy"

Call Harrison 3411 for

RULING AND BINDING

FOR THE TRADE



Loose Leaf Binders and Sheets
Perforating Round and Slot
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Special Indexes
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Electrotypers Engravers

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CHICAGO

GOOD ELECTROTYPES

Print Better
Last Longer

DINSE, PAGE & COMPANY

ELECTROTYPERS

725 South La Salle Street, Chicago

Phone Harrison 7185

Can be seen on the job in more than fifty Chicago linotype plants.

Built for long, hard and hot duty.

Applicable to any line or typecasting machine.

Now applied to Linographs by The Linograph Company

THE CHAPMAN THERMOSTAT

L. M. CHAPMAN
630 Woodland Park, Chicago, Ill.

I Can Satisfy You

IF your inks give you trouble, try Grady's. His Chicago made inks will satisfy you.

ROBERT F. GRADY CO.

Mfrs. High-Grade Printing Inks

30-32 So. Clark St., Chicago : Telephone Central 5068

HIGH GRADE PAPERS

THE BERKSHIRE CO.

445 PLYMOUTH COURT
CHICAGO

TELEPHONE WABASH 882

When the Inside Track" Means Nothing

Continued from page 31

down at me with a you-certainly-have-been-inconsiderate-of-me expression on his face. And when he spoke, the single word that he delivered was wrapped about with the tone of one who is magnanimous enough to listen to explanations even though he has been deeply wronged.

" 'Well,' he said.

" 'If you have called to see me about any specific job of printing,' I smiled, 'I cannot offer you anything at present. But the chances are that I shall have something for you to figure on the next time you drop in.' And I got up and strolled with him toward the outer door—a procedure which probably impressed upon his mind the fact that he had overlooked a strong point in neglecting to seat himself when he had the chance.

"Since that time the young fellow has been in to see me on several occasions, and I have really given him a chance to do some figuring on a few jobs. But the fact that I want to emphasize most is that that chance has been given not *because of* but *in spite* of his alleged 'pull.'

"Of course the case that I have just mentioned is a little unusual. Comparatively few printing solicitors with a friend on the inside conduct themselves so crudely; but most of them, whether they realize it or not, *do* come to act as though they are entitled to special consideration.

"One of the printing solicitors who calls on me has a relative who holds a fairly high position in our company. That relative finds occasion to come in and stand about my desk several times a week, and I am absolutely certain that the principal reason for his doing so is that he may be in a position to pick up and to hurry along to that solicitor-relative of his advance tips on printing orders to be let.

"Perhaps this is another extraordinary case; but I am inclined to think that it is not so uncommon, after all. When a printing solicitor has a friend on the inside, it is only natural to assume that the two will get together at least once in a while and discuss 'inside affairs.' And the professional buyer of printed matter usually is shrewd enough to appreciate just which ones of the solicitors who call on him get information clandestinely from within, and that appreciation is bound to react to the disadvantage of those solicitors.

"If I were to become an employing printer I should devote quite a bit of time to the picking out of my printing solicitors. I should start in by trying to get men who favorably attract nearly everybody they meet. Those men would know, without my telling them, the importance of dressing correctly, and they would be familiar with the truth that most people are more favorably impressed by good English and delicacy of conversation than by slovenly speech and spoken coarseness.

"And the thing that I would emphasize most for those solicitors would be: *Do not try to get a 'pull' with buyers of printing.*

"Let them know that you do not need a 'pull'—that the house and the quality and the price behind you provide you with all the drawing power you require.

"Ask for nothing more than an equal chance with all comers—for nothing more than a fair opportunity to list what you have to sell, and the price that you ask for it.

"And before long you will discover that you are being given even more than a fair chance—that the odds are all in your favor—that the ones from whom you asked nothing are the very ones most anxious to help you. For it is a characteristic of human nature that we instinctively dislike the 'fellow with a pull,' and equally instinctively want to assist in every way possible the 'fellow who plays the game according to the book.' "

"Why don't you fellows take some of the

credit for the rapid advance of the printing industry?" a friend asked the other day.

And by George, now we come to think of it, the typesetting plants of Chicago ARE entitled to some credit for the present efficiency in the printing industry.

Not that we throw out our chests and paw the air because of what we are doing. Nothing of the kind---it's only a part of the day's work to give YOU the best possible service both as to quality and time.

Good craftsmanship is just as possible in the small shop as in the large one and the large plant can take any size order---all because the following 18 plants, members of the Trade Composition Association of Chicago, stand ever ready to place at YOUR disposal their entire equipment. Our task is to help YOU give YOUR customer WHAT he wants WHEN he wants it.

A. R. Buckingham.....15 So. Market St.
Champlin & Co., Linotypers.....
.....172 W. Washington St.
Chicago Typesetting Co....727 So. Dearborn St.
Empire Linotyping Co.....730 N. Franklin St.
Englewood Typesetting Co.....540 W. 63rd St.
Kerr-Whitmire Typesetting Co..732 Sherman St.
Kilgore Linotyping Co.....326 W. Madison St.
M. & L. Typesetting Co.....
.....4001 E. Ravenswood Ave.
Mathews Typesetting Co.....626 Federal St.
Perfection Linotyping Co...720 So. Dearborn St.
Quality Typo Co.....542 So. Dearborn St.
S-K-H Typesetting Co.....149 W. Ohio St.
Smith-McCarthy Typesetting Co.....
.....508 So. Dearborn St.
Standard Typesetting Co.....701 So. LaSalle St.
Superior Typesetting Co.....732 Federal St.
Trade-Shop, Typesetters.....218 So. Clark St.
Walden Typesetting Co....720 So. Dearborn St.
Woodlawn Typesetting Co.....1221 E. 63rd St.

They're members of the Trade Composition Association of Chicago, a branch of the Franklin-Typothetae—Guarantee enough!

Typesetters

To The Trade

We handle your composition needs from marking type sizes and layout to delivering the "O. K." forms to your pressroom.

Close attention to details in connection with your job in all departments precludes any uncertainty of the final result, maintaining the high standard of your product *from the selection of type to locked cylinder form.*

Our day and night service backed by automobile deliveries to any part of the city eliminates "lost time" for our customers.

Encyclopedia Printers and Publishers requiring high grade workmanship and "clean cut" linotype results are requested to inspect some of the railway encyclopedias recently finished with typesetting, makeup and lockup handled in our plant.

Mathews

Typesetting Company

PHONES HARRISON 4086 - 2083

626 Federal St. Chicago

Ninety Pounds of Newspaper Dynamite

Continued from page 33

politicians remained on the job through that gruelling ordeal, however, and finally won their point.

"Miss Ninety Pounds of Dynamite" has a number of hobbies, all of which she rides to fine advantage. One is the mechanical excellence of her newspaper. She has her own ideas about how it should be done and when the time comes for this piece of work she dons her apron, takes charge of galleys and stones and stays on the job until the forms are ready for the press. This accounts for the fact that *The Semi-Weekly News* ranks among the dozen foremost Missouri newspapers in this line.

At the recent Press Association meeting at St. Louis, Miss Nolen was asked for the key to her remarkable success.

"Guess it's because I love my job," she said laughingly. "It's fun to me." Then she went on a little more seriously: "I believe the newspaper is the most absorbing business there is. To succeed depends upon you. The right person can think of a thousand things every week to interest the people. And when you interest the people they are grateful. A great deal is written about editors who toil and sweat for an unresponsive public. I have not found it so. My people are very appreciative, and they show their appreciation in a most substantial way—by subscribing, advertising and giving us all the printing we can handle. When a person gets the idea that the public is hostile to him it is generally because he has done something to create that feeling. Our plan is to credit the public with good sense and fairness, and we have never had any reason to change our views."

At Your Service

A Modern Art Studio
A Commercial Photo Gallery
A Complete Engraving Plant
A Model Electrotype Foundry

—all under one management

USE THE TELEPHONE

PONTIAC
ENGRAVING & ELECTROTYPE CO.
727 SO. DEARBORN ST.-OPPOSITE POLK ST. DEPOT-CHICAGO.ILL.

Fits the Hand

A Favorite From Coast to Coast

The
"Success" Benzine Can

THIS benzine can has been on the market twenty-five years, and is still going strong. It is now made entirely of brass with all earmarks of good workmanship. In daily use in thousands of factories, tailor shops and many other industries where a handy and well made benzine container is required.

MADE IN TWO SIZES
Pints and Quarts

IN STOCK AT ALL SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY

DANISH LEDGER

A. B. D. Rising Paper Co., product of distinction and uniformity

A complete line of Buff and White carried in all standard sizes and weights

We also carry a complete line of Enameled S.&S.C. and Machine Finished Book Paper

You can't go wrong with a MESSINGER product as all are backed by our very best Service and highest Quality

MESSINGER PAPER COMPANY
180-182-184 WEST RANDOLPH STREET
Telephone Main 2120 · CHICAGO

IN the days of our forefathers the "Bond of friendship" was of prime importance. It meant mutual protection and when it was formed between the Indians and the early settlers, it meant peace, good will and a basis for trading to mutual advantage.

FRONTIER BOND

enables you to establish that same good will---that same "Bond of friendship" between your customer and yourself.

A Trial Will Convince You

LA SALLE PAPER COMPANY
171-173 No. Dearborn Street
CHICAGO
Telephone RANDOLPH 3640

Training Executives for the Future

Continued from page 32

The boy, when accepted, enters into an agreement to complete, first, what is known as the pre-apprentice course, which covers a period of two years. The boy is taught at the expense of the company for these two years on condition that at the end of that period the boy will enter into a contract for five additional years as a full apprentice in any department the school authorities consider his ability best suits him.

All training in the Donnelley plant has two periods or two phases—the pre-apprenticeship and the apprenticeship proper. During the first or preliminary course, which covers two years, the boy spends half of his time in the plant and the remainder in class. During the full apprenticeship course the boy spends all of his time in the plant with the exception of a few hours a week. The boy is paid during this period for the actual time spent in the shop.

The course of study as mapped out for the pre-apprenticeship course enables each boy to continue his academic training and at the same time gain a practical knowledge of printing.

During the first two years of training the boy spends one and three-quarters hours a day in class. This time is divided into two periods which are devoted to English history, design, mathematics and elementary science. To illustrate the methods used in all this study—the linking of every study with the business of printing—all one need do is visualize all written lessons corrected with proof marks. This same linking of actual work with theoretical lessons has made the Lakeside graduate "a workman who needeth not to be ashamed." For instance, the class in elementary bookkeeping studies that subject from the printing office angle; algebra and geometry are applied to practical problems in the plant—is it any wonder that the R. R. Donnelley & Sons Company employes rank among the first in the country?

The actual practice or training in the art of printing during this "pre-apprenticeship" period is of necessity limited to its most elementary parts. The student spends the same amount of time in the shop—one hour and three-quarters—as he does in the class room. This time is devoted to setting type, locking up forms and reading proof. In reading proof the boys are taught the essentials of good typography as well as the art of "proof pulling"—and it has become an art in the Donnelley plant, where all proofs are of an even color, properly placed on the proper size sheet and kept clean.

Success of Lakeside training has been largely due to the recognition given each pupil—his advancement depending upon his own effort and not upon that of the remainder of the class.

To enable the boy to get this individual attention, half of the class spends its morning in the shop while the other is in the class room, and in the afternoon those who spent the morning in the class room work in the shop. There is no complaint of lack of rotation in the training, for the boy is made familiar with every department of the plant and receives instruction as an all-around printer. This enables him to realize the value of each department's work and its relation to his own work when he later becomes a "specialist."

Continued on next page

HAMMERMILL BOND
"The Utility Business Paper"

SEND for a set of portfolios that will help you sell more printing.

HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

Training Executives for the Future

Concluded from previous page

At the end of this two-year period the boy becomes a full-fledged apprentice and the greater portion of his time is spent in the shop. Several lectures each week during the five-year period of apprenticeship keep him on the alert and familiar with new processes and methods.

Perhaps the greatest return the company has received from its school is a supply of efficient well-balanced workmen—workmen who have been trained as the company wants them trained—familiar with Donnelley methods and for that reason more competent workmen. But there is another factor which results from this training which cannot be ignored and it ranks in value with the efficiency developed. That is the loyalty of Lakeside graduates. Eighty per cent of those trained since 1908 are still in the employ of the company and 15 per cent of these are executives. No disastrous labor turnover here!

In speaking of the cost and value of the school, E. E. Sheldon, its director, said in a recent interview: "The cost of training an apprentice is not considered as much as the value of the finished workman. While it is difficult to estimate in dollars and cents the cost or value of our graduates, the growing confidence that we repose in our system is proof enough that we have found the Lakeside Press School of first importance in the operation of the Donnelley company."

A new calendar should be invented for the Monday-promiser and Saturday-deliverer.

The type of a printer's personality has much to do with the success imprint across his business page.

Profit Producing Printing Papers

Bonds — *Document Manila*
Flats — *Envelope Manila*
Ledgers — *Blotting Papers*
Typewriter Papers — *Envelopes*
Book Papers — *Cut Cards*
Cover Papers — *Ruled Headings*
Bristols — *Shipping Tags*
Cardboards — *Twines*
Tablet Cements, etc.

Parker, Thomas & Tucker Paper Company
535-539 South Franklin Street
CHICAGO
Private Exchange All Departments—Wabash 2630

OLD ABBEY BOND

"The Ideal Paper"

Just enough rag and extra strong sulphite to make the best paper on the Globe for the money.

Sold in Cases Only

In all sizes and weights
In white only
watermarked

Price 19c

W. M. Pringle & Co.
Incorporated
Howard and Crosby Sts.
NEW YORK

Makers of Bond Papers Exclusively

P. S. It is not hard times a'comin'—but soft times a'goin'.

Printers Are Wise

Who Use S. & V. Time and Money-Saving Compounds

Compound No. 15 is our latest success. It helps distribution, prevents mottling and is neutral in its drying properties.

Compound No. 373 is our famous "Liquid Tint" that for 25 years has helped printers make tint bases.

Compound No. 5230 is known as "Overprint Compound." It is used only in printing over a color that shows signs of crystallizing.

Compound No. 19206 is called "Gloss Paste" because it gives brilliancy to any ink.

To introduce these compounds we will send a pound of each—four pounds in all for $2.00, f.o.b. our office. Remember these compounds will keep if kept properly covered.

Sinclair & Valentine Co.

NEW YORK: 605-611 West 129th Street

BOSTON.....516 Atlantic Ave.
PHILADELPHIA.....1106 Vine St.
BALTIMORE...312 N. Holliday St.
NEW ORLEANS....315 Gravier St.
CHICAGO.....718 So. Clark St.
ST. LOUIS..101-103 So. Seventh St.
CLEVELAND...321 Frankfort Ave.
TORONTO.....233 Richmond St., W.
MONTREAL.....46 Alexander Ave.
WINNIPEG.....173 McDermott Ave.
ALBANY, BUFFALO and other cities

FACTORIES: NEW YORK, NEW JERSEY, CANADA

It Takes A Little Time

to get a new political machine installed and in satisfactory working condition, just the same as a press in a printing plant. "Start slow," the old street car admonition, applies to changes generally.

The Regan Printing House, however, got the machinery of its organization in good working order many years ago. Since then it has simply been the policy of the house to keep up or to further improve its high standard of service and to have the latest and best equipment for this purpose.

May we show you what we have achieved and how well we can serve you in our line? Fine printing is our specialty, furnished quickly at all hours.

Phone Harrison 6280

Regan Printing House

Peterson Building 523 Plymouth Court, Chicago

Paper Man Directs D. M. A. Exhibits

C. W. DEARDEN, advertising manager of the Strathmore Paper Company, has been appointed chairman of the Exhibition committee that will direct exhibits at the convention of the Direct Mail Advertising Association at Springfield, Massachusetts, October 25, 26, 27 and 28.

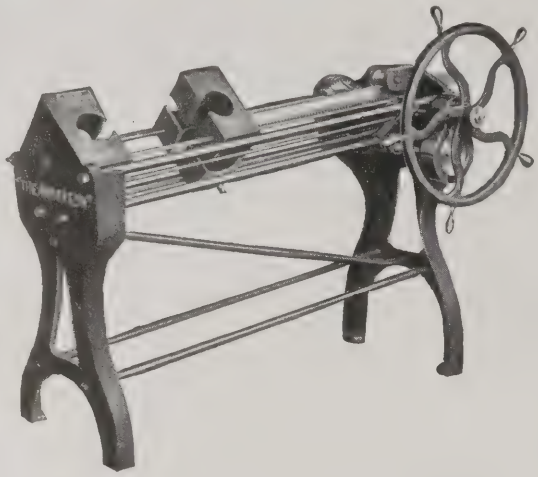
C. W. DEARDEN

Mr. Dearden is well known, not only because of his successful sales promotion work with the Strathmore Paper Company for the past twenty years, but also because of his activity in organizing the Association of National Advertisers. Mr. Dearden was one of eight men who originally met in Buffalo to form the association and he has since been especially active in developing it to its present important position in the advertising world. Mr. Dearden is a charter member of the Springfield Publicity Club.

Vitality Like an Indian
CALUMET NON-MELTING ROLLERS
Purchase Winter (CalCo) Rollers
and insure yourself against Roller trouble next summer.
CALUMET ROLLER COMPANY
Phone Englewood 8734 6310 Wentworth Ave., Chicago

This "Dagclip" Memo
Just What You've Wanted
Handier than a note-book, far more attractive, this "Dagclip" Memo keeps paper always clean, always in place whether there's one or a score sheets left, no expensive perforated, punched or bound fillers necessary. The spring holds them in place and makes refilling easy. It's a case you'll be proud to carry. You can use it for cards, too, your own or others you want to keep.
Fabricoid Case, Nickel Clips, $1.75
Seal Grain or Morocco, $2.25
Extra Sheets, 30c per M
Name in Gold, 25c
National advertising is creating a large demand for the "Dagclip" Memo and dealers are requested to send for our liberal proposition.
Pat. Dec. 24, 1912-107929
D. A. Galantiere & Co., 732 Federal St., Chicago

A Complete Book Bindery
plus ability---
at your service
Spinner Bros. Co.
whose success has been built upon their expert knowledge of
Book Binding
and the ability to save their customers trouble, time and money, offers you the assistance of its organization.
SPINNER BROS. CO.
Edition, Catalogue and Pamphlet Binders
610 Federal Street, Chicago, Illinois
Telephone Harrison 3515
I. SPINNER, President FRED LEASON, Gen. Mgr.



One Good Machine Will Sell Another

and one unsatisfactory machine will generally prevent the sale of another---at least to that particular customer and his neighbors. Many machines of one make in one locality, indicate that they have made good.

That is why we are proud of the fact that there are

207 Anderson

Bundling Presses in Chicago alone

and the number is continually growing.

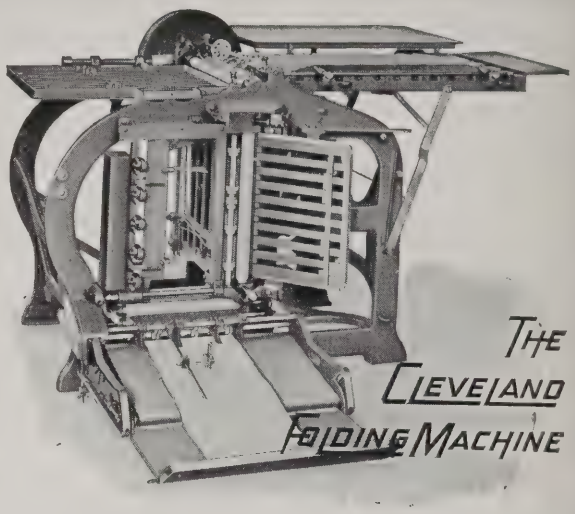
Write or Phone for Booklet

C. F. Anderson & Company

3225 Calumet Avenue

CHICAGO

Phone Douglas 536



The Heart of the Bindery!

There he stands, autocrat of the bindery, vanguard of bindery profits; proud of his position, sure of his future.

The "Cleveland" is truly the heart of scores of the best binderies; so versatile and accurate as to be almost human with a pulse that beats rapidly and with confidence that every pulse-beat means another accurately-folded signature and a little more profit for his master.

He glories in his work and knows no play, for his owner knows that no matter what kind of folding job is to be done---be it large or small, complicated or simple --- the "Cleveland" will get on the job quickly, without fuss or feathers *and do it.*

He is so nearly human in his capabilities that most owners class him as a good salesman because he helps to get business, and makes certain that the profits will be right.

You need a fellow like this to work for you

The CLEVELAND Folding Machine Co.

GENERAL OFFICES AND FACTORY

CLEVELAND

NEW YORK ..... Aeolian Building
BOSTON ..... 101 Milk Street
PHILADELPHIA ..... The Bourse
CHICAGO ..... 532 S. Clark Street
SAN FRANCISCO ..... 824 Balfour Bldg.

P. S. It is not hard times a'comin'—but soft times a'goin'.

Chronological Survey of the 44-Hour Week Situation Since September, 1920

Continued from page 26

February 24.—Representatives of plants in 17 cities, meeting in Toledo, Ohio, pass following resolution:

Whereas, This meeting of Employing Printers, representing 308 shops, employing 8,418 journeymen in the trade territory comprising Ohio, northern Indiana and southern Michigan, held at Toledo, Ohio, February 24, 1921, are unanimously opposed to any concerted action that will reduce production or increase the cost, and likewise the selling price of printing, and

Whereas, A reduction in the work week from forty-eight to forty-four hours, as demanded by labor unions of the Allied Printing Crafts would bring with it an unjust increase in the price of printing to the consumer;

Now, Therefore, Be it Resolved, That we, the representatives of 308 employing printers, in convention assembled, pledge ourselves not to accede to the demand for a forty-four hour work week at any time; and further, that we pledge ourselves not to make any contracts with any group of employes relative to conditions of employment.

Be it Further Resolved, That a meeting of the employing printers of the aforementioned district be held in Columbus, Ohio, Wednesday, March 23, 1921, and that the members of the Seventh District Typothetae Federation be invited to participate in said meeting, and

Be it Further Resolved, That it is the sense of this meeting that a plan of assessment of local organizations for the purpose of defraying the expenses of the campaign against the inauguration of the forty-four hour week, both locally and nationally, be worked out by a Finance Committee appointed from the membership of the Toledo Typothetae by its President and submitted to the various local organizations for approval by their accredited representatives at the Columbus meeting.

February 24.—Troy, N. Y., Typographical Union No. 52 presents new scale of wages to employers to become effective May 1. Scale calls for an increase of $16 a week for night work and $13 a week for day work, with 44 hours as the length of each work week.

February 25-26.—Employing printers of Pacific Coast meet in Fresno, Calif. Draw up set of 48-hour resolutions agreeing to combat the shorter week "to the limit of the resources of individual members." A permanent 48-Hour League is organized with officers and work started at once. Members are assessed five per cent of weekly payrolls.

February 25.—Employers form organization known as Kansas Employing Printers' Association in Topeka "for purpose of promoting general welfare of printing industry and giving aid to and co-operation and to assist in solving the many problems which may confront the industry in the state of Kansas." The statement continues: "We are unequivocally and unalterably opposed to the shortening of the present work week—and hereby agree that we will not make or enter into any contract or agreement individually with any labor organization whatsoever, and do hereby delegate to a committee full power to act for us and in our stead on all matters pertaining to labor negotiations, with power to finance any plans formulated for a period beginning from this date and ending June 1, 1922."

March 1.—Chicago Franklin-Typothetae agrees to arbitrate wage decrease.

March 1.—Meeting of North Adams, Mass., Typographical Union passes resolution petitioning International Typographical Union to re-submit to members of the union for a referendum vote before May 1 the 44-hour week law. The local union is making the effort to have the 44-hour week waived for another year because of substantial increases in wage which are being granted various local unions.

March 1.—Employing printers in Binghamton, N. Y., stand firmly in opposition to demands of local union for a 42-hour week on newspapers and a 44-hour week in job shops in addition to a 25 per cent increase in wages.

March 1.—Strike of job printers scheduled in Davenport, Moline and Rock Island fails to materialize. Negotiations still on for a $44 scale based on a 44-hour week. Approximately 350 men affected.

March 5.—Franklin-Typothetae of Louisville, Ky., launches active publicity campaign against 44-hour week. From now on until May 1, Louisville Typothetae will carry advertising copy in four city papers, emphasizing stand of local employers opposed to short week.

March 7.—Northwest Employing Printers' League, meeting in Portland, Oregon, voices opposition to 44-hour week and pledges not to accede to any demands for less than a 44-hour week, except under obligations now existing. Members also pledge protection to employes, who, in case of a strike, remain at work.

March 8.—Philadelphia, Pa., reaffirms intention to refuse short week.

March 8.—Master Printers' Association of Central Illinois, in meeting at Springfield, Ill., passes resolution as follows:

Be it Resolved, That the Master Printers' Association of Central Illinois, in a regular meeting in Springfield, Illinois, March 8, 1921, hereby goes on record as absolutely opposed to the 44-hour week in whatever form it may be submitted.

Be it Further Resolved, That after the expiration of present contract we unalterably and unequivocally pledge ourselves not to accede to the demand of the 44-hour week, and pledge ourselves not to make any local or individual contracts with any employe, or group of employes, on the basis of less than 48 working hours per week.

Further, That we individually pledge ourselves not to make any contracts with labor unions effective after May 1, 1921, without previously gaining the approval of this association.

March 9.—Adoption of the 44-hour week in all commercial printing shops of the United States and Canada, effective May 1, is demanded in a resolution adopted at Printers' Industrial Conference in Montreal. Conference attended by representatives of all unions in printing trade.

March 9.—Educational Conference of New England Printers, made up of two or more members from each of the six states of the northeastern district, decide to devote efforts to prevention of 44-hour week. This announcement made by Edgar E. Nelson, Boston, secretary.

March 10.—International Joint conference of Printers' Trade Council in convention at Montreal backs up action of Printers' Industrial Conference in demand of 44-hour week.

March 10.—Five New York City unions, including pressmen, feeders, paper handlers and cutters, agree to arbitrate employers' request for a wage reduction April 1.

March 10-11.—Employing printers and publishers of New York state assembled in Syracuse, adopt strong measures opposing short work week.

March 14.—Job printers of Salt Lake City file demand for $51 for a 44-hour week starting May 1. Printers now receive from $39 to $42 for forty-eight hours.

March 15.—Striking newspaper printers, of Binghamton, N. Y., after strike lasting several days, agree to continue present scale until May 1, when negotiations are to be reopened.

March 20-21-22.—Southeastern Typothetae Federation, in annual convention at Pensacola, Florida, prepares fight against granting short work week.

March 22.—State printers of Pennsylvania meet in Harrisburg on 44-hour week and adopt measures condemning move.

March 23.—Commercial printers of Columbus adopt plan of assessment of members of local organizations for fight against the inauguration of 44-hour week locally and nationally.

April 2.—International Joint Conference Council of printing trades governing a reduction of wage scales meets in Chicago.

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Ask Withdrawal of Shorter Week

"Closed Shop" Owners Present Resolution to Union Officials Who Refuse to Consider Plea and Demand That 44-Hour Week Be Instituted May 1. Meeting On April 2 Brings Showdown

By J. N. CLIFFORD

EMPLOYING printers and the unions will go to the mat over the 44-hour week May 1. This is certain as the result of action taken Saturday night, April 2, by labor leaders in the Joint Industrial Conference held in Chicago on that date, when they refused to give consideration to the resolution adopted the previous day by the "Closed Shop" division of the United Typothetae of America.

This resolution calls upon union leaders to reconsider their 44-hour week demand because of the unpropitious time when the shorter week is to go into effect.

The resolution, as unanimously adopted by delegates representing the Closed Shops of New York, Chicago, and five other cities, is as follows:

"**WHEREAS**, the employing printers, members of the Closed Shop Division of the United Typothetae of America are face to face, on May first, 1921, with the problem of the 44-hour week in the printing trade by reason of the demand of the officers of the International Unions to adopt the same, based upon a certain action taken at a meeting of the closed shop division of the United Typothetae of America in New York City in September, 1919, relating to the said 44-hour work week on May first, 1921; and

"**WHEREAS**, the reversal in the economic and industrial conditions prevailing at the time of said meeting and those now prevailing, makes it suicidal for the printing industry to accept any proposition at this time for a reduction in the weekly work hours now prevailing; and

"**WHEREAS**, in the present appalling stagnation of industry and world-wide depression in business, any increase in production costs whether by increased wages or reduced hours of work will retard the gradual return to normal industrial conditions now in progress; and

"**WHEREAS**, the said critical condition in industry demands for its solution not an insistence upon rights but a broad spirit of co-operation and self-sacrifice on both sides to meet a condition now facing the industry; and

"**NOW, THEREFORE, BE IT RESOLVED**, that the closed shop division of the United Typothetae of America at a meeting held in the City of Chicago on April first, 1921, hereby insistently requests a withdrawal by the International Unions of their demand for the adoption of the 44-hour work week on May first, 1921, in order to conserve the mutual interests of employees and employers alike, and further recommends to said International Unions that immediate steps be taken by them to retract and withdraw said demands."

This resolution was called to the attention of the presidents of the International unions at Saturday's session of the Joint Conference Board.

It was attacked in open meeting Saturday afternoon by labor leaders led by President John McParland of the International Typographical Union and President George L. Berry of the Printing Pressmen's and Assistants' Union, both of whom declared organized labor solidly back of the 44-hour week and determined to see that it is put into effect May 1. Both of these men accused employers of trying to evade their contracts and declared that if the employers wanted a fight they should have it. "Never before in the history of printing trade unionism have the men shown so much determination and they are willing that this issue come to a show-down," was the statement of one of the labor leaders. Another declared, "More money has been lost already fighting the 44-hour week than it would cost to put it into operation for one year." Attacking the idea of strike insurance, President Berry ridiculed the idea that such insurance is practical and defied clients of such companies to collect after May 1.

The meeting April 2 is probably the last before the attempt to put the 44-hour week into operation takes place. It is therefore of great importance and the action of International union heads foretells the action of practically all local unions throughout the country. The determination of the employers in those cities where no agreements have been made as yet to sit tight was also expressed at the meeting.

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VOL. XVIII MAY, 1921 No. 8

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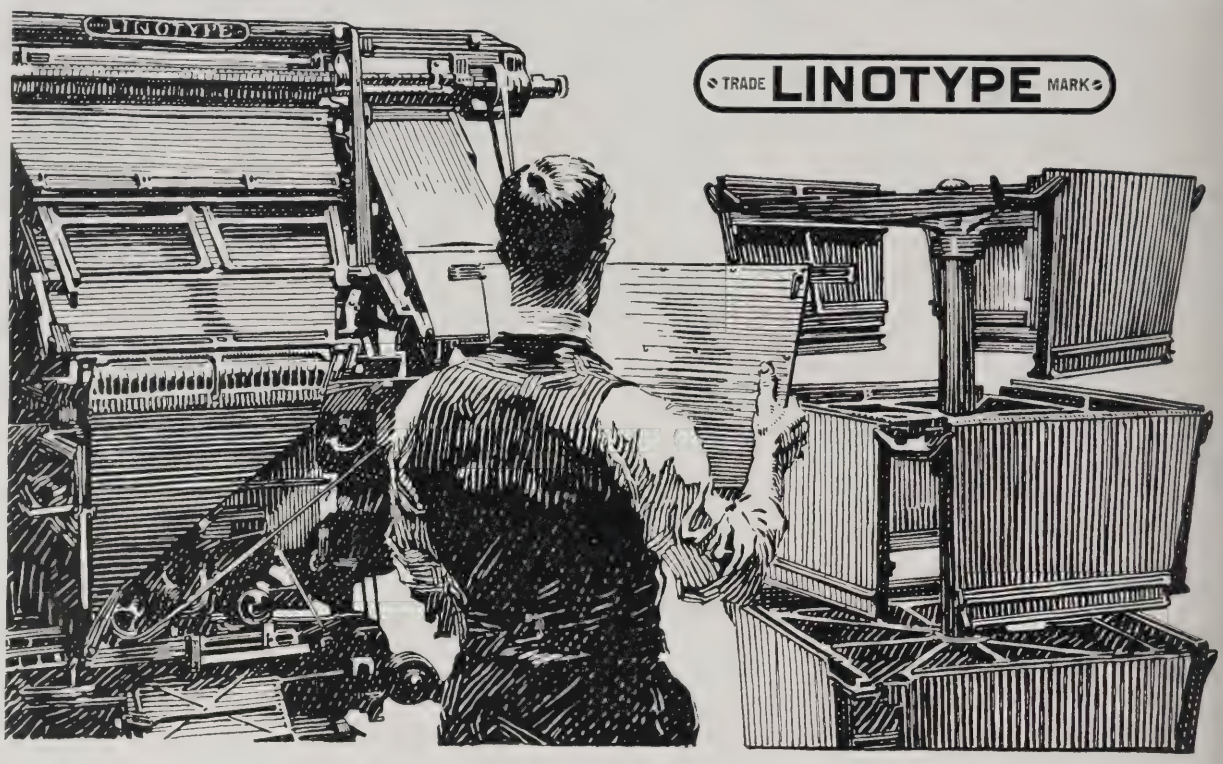

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Ben Franklin Monthly

Published for the Employing Printers of the United States and Canada

Vol. XVIII *20c the copy* MAY, 1921 *$2.00 the year* No. 8

What the U.T.A. Has to Say About the 44-Hour Week

1. The United Typothetae of America, as a body, has never agreed to the introduction of the 44-hour week in the printing industry.

2. By resolutions adopted at its annual conventions held in 1919 and 1920, the United Typothetae of America has unequivocally disapproved of any reduction in the present working hours and recommends to its members "that they resist any attempt to enforce such reduction except where such reduction has already been agreed to by contract."

3. The Closed Shop Division of the United Typothetae of America, a distinct and separate organization in itself, has never been and could not be empowered to represent the United Typothetae of America in any negotiations or agreements considered by the International Joint Conference Council.

4. The executive council of the United Typothetae of America brands as absolutely false the statement that the United Typothetae of America is a party to any agreement made between the representatives of any printing trades unions and any employing printers acting in their individual capacity or as members of a division.

5. It should be recognized that the Closed Shop Division of the United Typothetae of America enjoys complete autonomy in the conduct of its affairs, and the executive council of the United Typothetae of America wishes to particularly emphasize the fact that the membership of the United Typothetae of America as a whole has never been, nor could it be, represented in the deliberations of the International Joint Conference Council, nor can it be bound by the conclusions thereof.

6. The executive council of the United Typothetae of America believes that the deliberate and repeated falsification by labor union representatives as to the attitude of the United Typothetae of America on the proposed shorter work week now warrants and demands that such of its members as are under no contract to the contrary take the most vigorous and positive action in defense of their already expressed refusal to agree to any reduction in working hours.

EXECUTIVE COUNCIL UNITED TYPOTHETAE OF AMERICA.

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They All Mean Printing

44-Hour Week Comes to Show Down

Employers and Unions in Battle Throes as *Ben Franklin Monthly* Goes to Press. Entire Country Involved. Federal Intervention Probable

By J. N. CLIFFORD

"We'll sit tight."—International Typographical Union.
"We're sitting tight."—The employer printers.

Thus both sides of the 44-hour week fight declare their determination to fight the issue to the end at the time this is being written (Friday, April 29). Since one side or the other must win, the outcome can only be forecast and then with no degree of certainty, since both employers and unions are heavily entrenched. The unions have an organization of unparalled strength behind them and have been collecting defense funds for months. On the other hand, the employers have economic conditions in their favor—conditions which will weigh heavily should a struggle result. They also have the probable backing of the United States Government, which has intimated that its interest in the issue is more than cursory. Secretary of Labor Davis has had several consultations with representatives of both sides, the most important of which was held Friday afternoon, April 29, when he met International Typographical Union officials at Washington. It is thought that the result of this meeting will be the withdrawal of all demands for the shorter week at this time. A last-minute report of this conference will be found in a special supplement to this issue of BEN FRANKLIN MONTHLY.

No 44-Hour Week if Contracts Do Not Expire

One important development has been the decision of International Typographical Union officials to delay the 44-hour week in those cities where existing contracts do not expire May 1. In Chicago, this has resulted in employers demanding that the 48-hour week be continued at least until October 1, 1921, when the various basic contracts with the unions expire. Chicago unions have refused to acknowledge the reasonableness of this demand, with the result that three propositions were submitted to the unions on April 27. These propositions, any one of which would be satisfactory to employers if accpted, follow:

First: To submit to arbitration the question as to whether or not the Franklin Division of Chicago (employers) is under obligation to introduce the 44-hour week May 1, and the wage to be paid for the 44-hour week in case it is decided that such an obligation exists. In the meantime the men to work 48 hours.

Second: The Franklin Division will agree to the 44-hour week May 1 at a wage 44/48ths of the present wage scale, this wage to continue until the award of the Arbitration Board, now deciding the scale for the regular work week, and beginning with the day after the award is made, the wage for the 44-hour week to be 44/48ths of the wage scale established by the Board of Arbitration.

Third: To continue the 48-hour work week for six months after the award of the Arbitration Board, subject to the wages established in said award.

Await Report of Arbiter

The answer of Chicago unions, made Thursday afternoon, April 28, ignored all of these propositions. The Franklin Division then demanded an answer to its three original propositions, to be made before three o'clock, April 29. A meeting of closed shop employers was held at four o'clock, April 29, at which time the answer of the unions to these three propositions was taken up and the final action of employers on the 44-hour week determined. A report of this meeting also will be found in the BEN FRANKLIN MONTHLY supplement.

Meantime, Chicago employers are anxiously awaiting the report of Ralph E. Heilman, Dean of the School of Commerce of Northwestern University, who is acting as ninth arbiter on Chicago's wage scale. Testimony of both unions and employers was completed Saturday, April 23, and Dean Heilman's decision is expected momentarily. His action will determine whether or not Chicago employers are entitled to a reduction in wages. The old scale expired February 25, but the same rate of pay continues until Dean Heilman makes his decision.

48-Hour League in Chicago

CHICAGO 48-Hour League of Employing Printers, a branch of the National 48-Hour League, was organized April 26 by representatives of Chicago open shops. T. M. Ball, Rogers & Co., was elected chairman; T. E. Donnelley, R. R. Donnelley & Sons Co., vice-chairman; H. M. Loth, Poole Bros., treasurer; W. N. Barnes, A. R. Barnes & Co., secretary, and Ralph Cavanaugh, Sullivan & Co.; H. W. Campbell, W. F. Hall Printing Co.; F. W. Smith, American Loose Leaf Co.; C. C. Means, Trade-Shop Typesetters, and O. A. Koss, O. A. Koss & Co., executive committeemen.

Five-column advertisements appeared in the April 29 issue of the Chicago *Post* and April 30 issues of the Chicago *Tribune*, *Journal of Commerce* and *News*. These advertisements were signed by all members of the Chicago 48-Hour League and called attention of the public to the need of maintaining 48 hours as the standard work week.

Another development has been the offer of T. E. Donnelley of R. R. Donnelley & Sons Co. to place his plant at the disposal of all "struck" plants having contracts they are unable to fill. The Donnelley plant will fill all such contracts at a price ten per cent under the price the "struck" plant is to charge its customers.

Many Students to Graduate

GRADUATION exercises for one hundred and fifty or more students in the educational classes conducted during the last nine months by the Franklin-Typothetae of Chicago will be held May 21 at the Auditorium hotel. Speakers will include Dean Marshall of the University of Chicago, William Sleepeck of Sleepeck-Helman Printing Company, and Charles L. Estey, former advertising counsel for the U. T. A., and teacher of the class in salesmanship.

Alas for the printer when errors stand out all over the job "like quills upon the fretful porcupine"—do they not almost transform a patron into a porcupine?

The man who does not believe in advertising may know his own business but nobody else does.

Carter Chosen Public Printer

Iowa Man Takes Over Largest Printing Plant; Biography Shows Him Well Fitted to Handle Uncle Sam's Printing

GEORGE H. CARTER, of Council Bluffs, Iowa, for ten years clerk of the joint committee on printing, took the oath of office as Public Printer on April 5. In connection with his appointment to the position Mr. Carter was, in the terms of the Washington *Post*, paid an "unusual tribute," in that the senate ordered his appointment confirmed without the formality even of referring the nomination to the committee. This procedure invariably has been restricted to nominations for former members of the senate to an executive office, but Mr. Carter's ten years of service as clerk of the joint committee on printing brought him into such close personal touch with every member of the senate, and he has been held in such high esteem that all formalities were dispensed with.

GEORGE H. CARTER—UNCLE SAM'S PRINTER

Mr. Carter's biography shows him well fitted to handle one of the biggest jobs in the printing industry. His biography follows:

Born—Mineral Point, Wis., Sept. 10, 1874; son of the late George Carter and Mary Ann Lanyon Carter.

Education—Graduate of Le Mars (Iowa) High School, 1894; State University of Iowa, 1898, Ph.B. degree; George Washington University Law School, 1920, LL.B. degree; admitted to the bar of the Supreme Court and the Court of Appeals of the District of Columbia, 1920.

Occupation—Learned to set type and operate a job press and worked in his father's store at LeMars, Iowa, when a youth. Clerk in National Bank, Pittsburg, Kansas, summers of 1892 and 1893.

Proofreader and state news editor The Sioux City *Tribune*, 1898-99.

Reporter The Council Bluffs *Nonpareil*, 1899-1900.

Clerk U. S. Census Office, Washington, 1900-01.

City editor The Council Bluffs *Nonpareil*, 1901-05.

Secretary Pottawattamie County (Iowa) Republican Central Committee, 1903-05.

Political writer and State House reporter, The Des Moines *Capital*, 1905-07.

Copy editor and assistant telegraph editor The Washington *Post*, 1907-09.

Washington correspondent of Iowa newspapers and special writer, 1909-10.

Assistant secretary and secretary Printing Investigation Commission, 1910-11.

Clerk Joint Committee on Printing, 1911, to date.

Secretary Special Committee on Government Paper Specifications, 1911, to date.

Author of the Congressional Printing Handbook and compiler of numerous congressional documents.

Affiliations—Charter member of the National Press Club of Washington, honorary life member of the International Printing, Pressmen and Assistants' Union of North America, honorary card Milwaukee Newswriters' Union No. 9, affiliated with the International Typographical Union, Knight Templar, Shriner and 33d degree Mason, honorary inspector general, Phi Kappa Psi Fraternity.

Married—Madge E. Penny of Onawa, Iowa, in 1904. They have one daughter, aged 9 years, and their Washington residence is at 1661 Hobart street.

Appointed Public Printer by President Harding on March 31, 1921. Assumed office on April 5. Appointment confirmed by senate without reference to committee on April 14.

Get the Most Out of Your Credit Reports

WHAT does your report to the credit agencies show? Does it reflect the true position of your company? What do you do when an inquiry comes from one of these agencies for information? Answer it carefully, answer it superficially or throw it in the waste paper basket? You may think it doesn't matter but it does. The reports of the large agencies will be found in every office of every large manufacturer or supply man in the country. Their action, if you class as a new account, depends upon what those reports show and it is unfair to them as well as yourself to refuse to give information or to give information in an incomplete form. You may feel that you are so well known, that you rate so high with your banker that you don't need to bother with such things. Nevertheless, it's embarrassing to you and to the firm supplying you with material when they find it necessary to send a package C. O. D.

There's another point worth mentioning in regard to credit reports. That is, make sure the information you do give is properly used by the agency. For instance, a credit man who examined the reports of several agencies found his business listed under "paper dealers" instead of "printers." Another agency also had a member of the firm down as having a merely nominal interest in the concern when in truth he held approximately a one-fourth interest.

When the matter was personally called to the attention of the agencies, they, of course, quickly made corrections, but a business house is overlooking an important point in not verifying agency reports and ought to go over them just as it would check up the bank's statement of account at the end of the month.

Your Imprint

"I WANT to see my printer's imprint on the printing he does for me," said a large buyer of printing the other day. "When a man puts his name on printing that is going out to the rest of the world for its scrutiny, I know he's going to be pretty careful of its quality. A 'signed' piece of printing is the best guarantee of the printer's good faith and his confidence in his own workmanship."

The Long Price List In Detroit

Its Successful Operation Due to Discard of Net Price List--- Which Changes Attitude of Both Printer and His Customer

By DON GERKING

FOR many years the direct sale of paper to the buyer of printing has been one of the major ills of the printing industry and many ideas for minimizing it have been advanced. In different printing centers local campaigns designed to curtail direct sales have been waged, most of them with indifferent success.

In some cities the jobber has agreed, either directly or tentatively, to refuse to sell paper to any one not a bona-fide printer. Because such a pledge cannot be enforced, the success of this plan has been far from complete.

The natural thing to do in correcting a trade evil is to look to other industries which have corrected it. With this in mind, printers began some years ago to look to other lines of trade for a remedy. They didn't have to go far.

They found that in practically every other merchandising plan the jobber sold to the dealer on a price list made high enough to allow a discount to the trade. With this information as a basis, so-called long price lists were inaugurated in several cities. With only one exception, so far as Detroit Typothetae knows, these long price lists, when sent to the printer, were accompanied by net lists. This net list was distributed at the printer's request because he thought it would make it easier for him to figure stock. The one exception to this plan was in Detroit, where the printers insisted that the jobber issue no net list of any kind and that the only price sent out be the printer's selling price.

Theoretically, the difference in these two long list methods is readily apparent to the salesman or the student of sales psychology. Where the net list accompanied the long list the printer still thought in terms of net prices. To him, a paper which cost twenty cents was a twenty-cent paper, and in every case his customer seems to have acquired and retained his viewpoint.

The consumer therefore always felt that he was paying the printer twenty-four cents a pound for a twenty-cent paper. On the other hand, in Detroit, where no net list was issued, the printer rapidly acquired the habit of thinking of a paper which cost him twenty cents as a twenty-four cent paper, and almost as rapidly he transmitted this viewpoint to the customer.

No effort was made to deceive the customer, and he was often given to understand that the printer made a profit on the paper sold, but this did not greatly bother him as he was buying his twenty-four cent paper for twenty-four cents and he felt the printer was getting his profit from some source of which the buyer knew little and cared less.

This, briefly, covers the theory of the two long list plans. Let us see how they have actually worked out:

1. So far as can be learned, none of the several combined long and net list attempts are still in operation.

2. Detroit's exclusive long price list plan, on the other hand, was put into operation eight years ago and it is still in active use.

3. It has succeeded so well that Detroit offers proof of its boast that there is less direct sale of paper to the consumer within its limits than in any other printing center of North America.

4. The plan has given such universal satisfaction to both printers and jobbers of the city that none of them will calmly accept even a suggestion of a change.

5. A recent questionnaire on the subject sent to 125 printers and bearing nothing on the simple ballot but the question, "Do you want the long price list continued in Detroit?" and with no suasion to influence the answers, brought 65 responses in the first mail, and only six of them were negative.

The Detroit long price list has as its foundation a code of ethics covering the relationship between paper jobbers and the printer, the details of which have been worked out on a basis satisfactory to both. The discount is fixed at 20 per cent. Since this code was adopted eight years ago, all Detroit jobbers have issued their lists on this basis and the buying public, as well as the printer, have become thoroughly accustomed to it. The success of the plan has been so marked that the custom of the buyer furnishing his own paper is practically unknown in Detroit, and this applies to the large edition catalog buyer as well as to the many ordering a thousand letterheads. Since the only true gauge by which a movement can be measured is its success in accomplishing that for which it was started, the Detroit long list has unquestionably compensated its founders.

We are the only city reaping the benefits, I understand. Printers here contend that until the long list becomes the general custom of the trade throughout the country, the evils of direct paper sales, international in scope, can not be corrected.

These are the reasons why they say: When the long list comes into general use so that jobbers can be relieved of the present necessity of issuing two lists to meet the demands of both long list and net list communities, the only legitimate objections to it on the part of the jobber will be removed. His expense will be reduced because a revised discount sheet will take the place of complete new lists in rapidly changing markets, and the present economic waste of periodically issuing complete price lists will be obviated.

The Typothetae-Franklin Association of Detroit, under whose auspices the long list was established and is being maintained, believes sincerely that the long list should be in effect in every city in the United States and Canada. It bases this belief upon its own satisfactory experience, and backs it with an offer to assist other cities in every way possible to launch the long price list.

Copies of the long price list code of ethics and of the detailed arrangements under which the jobbers and printers of Detroit are operating will be sent to any interested person or firm upon request. Address the association at 809 Marquette Building, Detroit.

To Aid Exhibitors

AN exhibitors' service committee, to help exhibitors at the Chicago Graphic Arts Exposition, July 23 to 30, has been appointed by the Chicago Club of Printing House Craftsmen. The task of this committee will be that of supplying material and workmen for manufacturers who will have working exhibits. Those who make up the committee are E. L. Wilson, chairman, J. F. Daly, W. C. Schmidt, C. S. Eastman and M. C. Wade.

Selling "By Appointment Only"

Original and Unconventional Methods Carry the Successful Printing Salesmen Well on His Way Toward the Ten-thousand-a-year Mark

By WILLIAM A. KITTREDGE
Art Director, Franklin Printing Company, Philadelphia

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I WAS talking with an acquaintance the other day, one of the most successful printing salesmen it has been my pleasure to know. Six months ago this man bought a fine house in the suburbs and since then a new automobile. To my knowledge, three years ago he did not have a cent in the world and borrowed money with which to get married. Last year, selling printing, he earned in commissions $10,000. I said to him: "You certainly seem to have connected with prosperity. A house in the country, a car and all that goes with it! How have you done it? What's the secret? Why don't other printing salesmen do the same?"

He grinned back at me and said: "Most printing salesmen do not operate along the right lines. They lack initiative—do not use the right tactics—are not aggressive enough.

"Take my case—before I was married I had to borrow money to buy my wife's engagement ring. Then when I was married I had to dig in and hustle to make good. I used my head as well as my feet and doped the thing out along new lines."

Then he went on to tell of new ideas and methods in selling printing that in the past year have brought him a gross volume of business of over $100,000. I will try to tell you how this is being done. The accomplishment is not impossible to any alert and energetic salesman who will follow the same plan.

> The Ben Franklin Monthly is laying special stress on the selling of printing at this time because it believes it can best serve its readers by telling them *how* to obtain work for their presses. The ideas contained in this article by Mr. Kittredge can be applied by the owner of the Gordon shop who is his own salesman as well as by the salesmanager and salesmen of the plant operating fifty Miehles.—*The Editor*

A few years back many business houses in Seattle had signs displayed in their offices which read: "Solicitors, Book Agents, *Printing Salesmen*, and Beggars, Please Keep Out," and not only in Seattle but in other parts of the country was the printing salesman considered to be one of the lowest forms of animal life.

But times are changing and the worm has turned. The printing salesman today is as shrewd and keen as the broker or banker and sometimes as prosperous.

In the old days the salesman called on a prospect and sent in his card. The buyer might or might not see him —frequently would not. Today time is more fleeting and the aggressive salesman follows no such indefinite program. Through introductions of influential friends, by letter or telephone call, he obtains a definite appointment with his prospect. Right at the start he impresses the buyer that he is a busy man of affairs with no time to wait or dawdle. Following a schedule of so many calls every day it is necessary to work rapidly and save time by definite engagements rather than haphazard calls.

Let us observe such a man work. He is ushered into the buyer's office. The first thing that he does not say is "I was down this way and thought I'd drop in to see if there was anything doing." No, sir-ee! He takes hold of the situation like a man proud of his profession and says: "Mr. Robertson, you are a successful manufacturer; I am an advertising man. I have an idea for the better merchandising and distribution of your Rex Brand. If you can give me fifteen minutes, I'll tell you about it."

Then our printing salesman marches like a major into an analysis of the manufacturer's problem with definite recommendations for a catalog and direct-mail campaign. Through previous experience, inquiry, and study he knows what is being done by rival houses and in other lines. His deductions and recommendations are not glibly made but with all the conviction of his being.

Such a man does not talk in terms of printing but rather as a professional advertising man who is dead in earnest and who has no time to waste. He knows that if he can convince the prospect of his ability as an advertising man that the printing orders will follow.

Mark well right here—*it is harder to peddle printing than it is to sell advertising.* If you sell advertising, printing will follow as a matter of course. Get out of the rut of order takers and consider yourself an advertising man with advice to give that is worth real money to the buyer. Then take yourself seriously and you will be surprised, perhaps, to find other people taking you seriously and coming to you for advice.

In this way you will get out of competition and under the skin of your buyer if he is a reasonable being open to suggestion and new ideas. You'll end up by making a friend of him.

But to do this you've got to have initiative, confidence, patient determination and a well thought out plan.

I was in John Wanamaker's office the other day when he said: "The plan is the thing. You want to do something. Examine it from all sides. Work out a good plan —that is half the battle." This can be applied to the selling of printing just as well as to the operation of a department store.

Most printing salesmen do not appreciate the value of unconventional methods of work. For instance, the other day, after repeated efforts to see a particularly large buyer of printing, a salesman did get a hearing. The buyer's greeting was casual and with a "Well, what's your story?" sort of air he proceeded to sign letters without

evident interest in his caller. A less earnest or persistent individual would have withdrawn. Not so this man. Banging his fist down on the desk, he shouted: "Mr. Blank, do you realize that I am in my line what you are in yours and that my time is valuable. Show me the decent consideration of your attention, will you."

The amazement of the buyer soon changed to interest and admiration of the nerve of his caller.

Thrown Out the Front? Come in the Back

This man has the bull-dog tenacity of purpose that is so necessary in selling printing or anything else. It is reported that having been thrown out the front door he has gone up the back stairs until he landed the orders he was after.

Originality and determination are things that count. A New York printer recently conceived an idea for a booklet advertising a certain product. It appealed to him as being so good that he bought copy and illustrations, set the type, made engravings and printed some complete samples. Going out to the leading manufacturer in the line advertised he laid one of the finished booklets on a table explaining that he had prepared a piece of advertising that he was willing to guarantee would accomplish certain results. He wanted an order for so many thousand copies which would cost so much. Would the manufacturer consider it or would he rather have his competitor across the street take it up.

Needless to say, the manufacturer was amazed at the audacity of the printer's approach and on consideration placed a substantial order. This is a kind of creative salesmanship not uncommon in the larger cities. It calls for a certain gambling instinct and is profitable. This kind of work is outside of competition and it is legitimate to charge for the idea as well as for the printing.

Some people will object to these methods of selling by saying that much printing is placed according to previously prepared specifications and contracts awarded to the lowest bidder. True enough, but even here the keener salesmen will find possibilities of economy or improvement that will weigh well with his price bid.

Use the Budget System

The salesman selling on commission today is interested in volume. If he is ambitious he starts out January first with the avowed determination to exceed the $100,000 mark in volume before the following December. This will mean average weekly sales of $2,000, which is no small accomplishment though entirely possible. One man hit on an original method of plotting his work for the year. In a note book he devoted a page to each of a dozen customers for whom he had done work a number of years. To each customer he allotted a certain sum of business based on the previous year's work. In all, these sums totalled over the $100,000 mark. As orders were received they were noted in the note book under the name of the customer.

This salesman has gone in to see a prospect near the first of the year and jokingly remarked: "In making up my budget this morning, I put you down for $3,000 worth of business this year." The buyer, if a genuine and whole-souled individual, would frequently, in a spirit of good sportsmanship, come back with: "Well, we'll see what can be done," or "It isn't impossible," or some word of encouragement.

In the selling of printing on a large scale it is well to have in mind that accounts are more desirable than individual orders. If a salesman can connect with five accounts that will use between fifteen and thirty thousand dollars worth of printing each year he is more fortunate than another who has a hundred customers who intermittently turn in orders of a thousand dollars each.

These are days of large accomplishment in industry and commerce AND the printing trade. Editions of a million copies have been almost an everyday occurrence. The salesmen that are handling this business are shrewd and successful business men, many of them making between $10,000 and $25,000 a year in commissions.

It may be objected that this applies principally to the larger cities and does not take into account the smaller printers in towns and cities. It is the smaller printer who should study the methods of the larger fellows, that he may hold all the printing in his territory. How often we see small printers apparently numb or unconscious in a wonderfully rich manufacturing district where thousands of dollars' worth of printing is going out every year to cities hundreds of miles away, printing that could just as well be kept at home if the right kind of a salesman was on the job.

The successful salesman today sells something more than paper and ink—he sells paper and ink mixed with brains—his own brains. He knows the value of good ideas and is constantly seeking them. He lives in the world, mixes with people, and is a match for any man in initiative and enterprise.

Reaches You Before Your Newspaper

AND now comes a printer with a new idea—God bless him! His ingenuity, whoever he is, will bring him just returns.

But then it might not have been a printer but a clever publicity man who evolved the idea. At any rate some printer profited by it and others can do the same if they'll only try out the idea. Here it is:

Print an advertisement on the cardboards which laundries use in men's shirts to keep them nicely ironed until ready to put on. Get the idea? What would make the day more cheerful than to wake up, reach in the drawer for a clean shirt and, after cussing at the many pins which must be withdrawn, find printed on the usually blank cardboard a bright two-color advertisement of a musical comedy? That's what one laundry and one printer and one musical comedy now running in Chicago are doing, to the advantage of all.

Endorses Chicago Graphic Arts Exposition

THE United Typothetae of America has issued unqualified endorsement of the Chicago Graphic Arts Exposition to be given in the Coliseum, July 23 to 30. A letter to William R. Goodheart, president of the Chicago Club of Printing House Craftsmen, said: "We are pleased to give the Graphic Arts Exposition our cordial endorsement and bespeak for our association a full measure of support and success in the undertaking." The letter was signed by President Eynon, First Vice-President Engle, Treasurer Gage and Secretary Miller.

Mail Early and Often

"MAIL your letters early" is a slogan which might well be adopted by all business men who wish to expedite the delivery of mail. The congestion which results from mailing letters at the end of the business day has come to be a serious matter to postal authorities, who find mail collection and shipping of mail in the business districts of large cities to have become a job practically limited to the night. Mailing can be advantageously spread over the hours from 11 a. m. onward, and in many cases will result in a gain of an entire day in delivery.

In Which The Big Idea Dawns

Being the Second of a Series of Stories on the Business Experiences of Buzz Quigley. In This One He Conceives an Idea

By BILLEK KYNN

BUZZ QUIGLEY was approaching his printing office on the morning following his visit at the printing plant of his friend and business rival, Ebert Miller. He was wondering how he could apply his friend's modern methods to his own decaying plant.

As he entered the door and surveyed the shiftless aspect of the whole place, he dropped into a chair and gave himself up to the demons of dejection.

"It's no damn use!" he exploded to the dust and cobwebs about him. "If it was raining gold eagles, I'd be sleeping."

He was lashing himself into a fever of self-pity when the door flew open behind him, something bounded lightly across the floor, and at the same instant that he received a smart slap on the back, a familiar, high-pitched voice sang out: "Hello, Buzz! Have a smoke?"

Buzz swung 'round to observe a dapper little fellow, who gripped a ponderous cigar between his teeth while he offered its mate to our recumbent friend.

"Oh, hello, Shorty!" Buzz answered, gloomily, "what's up now?"

"Smoke up, Old Man; it's on me," urged the little fellow, motioning with the cigar towards Buzz.

Buzz regarded his visitor intently. "Hand her over, Shorty," he said, finally. "I can stand anything once, and it can't be very heavy if it's on you. What are you, now: bantam, feather or fly-weight?"

"None of 'em. I'm selling autos."

"Selling autos? What do you use—laughing-gas or chloroform?"

"Don't need 'em. She sells herself. Take a look at that benzine buggy out there, Buzz. Some beauty, eh? I'm here to sell you one."

Buzz was thoughtful for a moment. Finally he asked: "Any dope in these cigars, Shorty? You've been getting it somewhere, I'm bettin', or you wouldn't be pushing that kinda conversation at me."

"What you mean, that conversation? Why, Buzz, this car is just what you need. Now let me show——"

"Say, Shorty! you better look out they don't lock you up. Me need an auto? Hell's delight! I don't need an auto anymore'n a keyhole needs a glass eye."

But Shorty was not to be put off so easily. He had an abundance of good-nature, and he had come determined to sell his friend a car.

"Now, look here," he persisted, drawing a chair up to the desk. "You'll never know how much you need a car until you've owned one."

"You mean, I'll never know how much I need money until after I've owned one," was the the retort.

Shorty took another tack. "Listen to me, Buzz," he began, in a real confidential tone. "There's something to think of in this world besides money. You must have recreation, or you'll go loco. Now, with a car, you can get away in the evening and—you know what I mean, Buzz."

"I'll say I do," stormed Buzz. "If you're picking me for one of that kind, you'd better wake up. I've a few people at home who can take my mind off of business, and do—right along. It's for them I'm worrying about the way this business is running down. You may turn up your nose at money, Shorty, but it's the greatest little thing in this world—when you need it."

"Sure! that's all right. Money is a great thing, I know. Of course you need it; I need it; we all need it. But say, Buzz! What's the matter with your business? You used to have a great trade. Where's it gone anyhow?"

"That's what I've been trying to figure out. If I knew, do you suppose I'd be sitting here listening to you? Ebe Miller was trying to give me some tips yesterday, but I don't see any way to use them."

"That's your trouble. You've gotten into a rut, instead of keeping up to date. You can't recognize a good idea, now, when it's handed to you."

"I can't, hey?" stormed Buzz, beginning to get mad. "Just let anybody show me something that looks halfway good, and I'll grab it up like a monkey would a banana."

"All right, then! Here's this car! she's as nifty a little bus as you'll——"

"Car, hell! I'm looking for business, I tell you. Sell your car to some schoolmarm, or anybody else that will listen to you. I won't."

The little salesman was game, however, and had no intention of giving up yet.

"You're looking for business, you say, Buzz?" he began again, determinedly. "All right! I'll show you what this car can do for your business. Figures tell the story. Gimme a piece of paper," he requested, and, grasping a pencil, his hand wavered over the litter on the desk for a moment. "This will do," he said, picking up a blotter. "There isn't much printing on it, anyhow."

"Eh! What's that? No printing, you say?" and Buzz suddenly straightened up, the light of a new idea flashing from his eyes.

Shorty was busy, plying his pencil and his tongue at the same time. He was really giving Buzz a number of excellent reasons for purchasing an auto for his business. Buzz, no doubt—in a subconscious way—was taking in the gist of what Shorty had to say; but his mind was chiefly absorbed in nursing the germ of the idea which had sprung into existence with Shorty's mention of the lack of printing upon the blotter.

Shorty was finishing his little talk, "You can see, now, how much this car will do for your business. You'll be foolish not to take it on, Buzz."

"Yes, that's the thing. They never have more'n one ad on them," murmured Buzz, staring at the blotter which Shorty still held.

"Ad?" roared Shorty, shooting a startled glance at Buzz. "Where do you get that stuff? You getting dippy?"

Then Buzz came out of his trance. Grabbing a pencil from Shorty, he shouted: "I've got it! I've got it! Ebe was right. Ideas are there if you look hard enough for them. See that blotter? It has only one ad on it. The Lord never intended anybody or anything to live alone. All that ad needs is company to give it life. Get me? That blotter will support six other ads besides my own—and yours is going to be the first one on it."

Continued on page 60

Determine Correct Depreciation

Replacements Often Charged To Plant and Equipment Account When They Class as "Reserve." A Timely Article on Accounting

By E. C. FLINN
Supervisor of Accounting, Franklin-Typothetae of Chicago

MISTAKES by bookkeepers are common enough, we all know, but perhaps the most common one is that of charging replacements of equipment to plant and equipment account in the general ledger.

The reason such a mistake is common is because it happens day by day when entries are being made for small articles purchased as needed. Any item of the nature of equipment is usually charged to plant and equipment immediately without thought as to whether it is really new equipment or a replacement of equipment already entered on the books. Such a practice steadily followed will in time cause a grave misstatement of facts. The plant and equipment account is liable to stand on the books at a much larger figure than actual cost. If the depreciation is being figured at a flat rate then the amount of depreciation charged against profit and loss will increase each year, thereby understating the profits of the concern.

Error Frequent in Type Account

This error is most apparent in the printing industry in the type account. New type is being bought constantly and charged to equipment without a thought as to whether it is actually a new series or replaces a series worn out through use. It is quite obvious that type purchased to replace type worn out through use does not add any value to the plant and therefore cannot rightfully be charged to the plant and equipment account. It merely restores a value already on the books. For this reason it would seem better accounting practice to charge such replacements against the reserve created for them.

Some firms make a practice of setting a certain figure as a dividing line. All replacements amounting to less than this dividing figure are charged to expense immediately. Large replacements which exceed the dividing figure are charged against the reserve for depreciation.

Makes Costs Seem High

When type replacements are charged to the equipment account the amount of depreciation charged to costs each year increases very rapidly on account of the high rate used (25%). This will cause an erroneous inflation in the cost per hour of hand composition. For example, consider the following:

A plant operating a number of years started out with a type account of $2,500, representing the total cost of new type. During the years following, all replacements were charged in error to the type account. The results are as follows:

Type Account	Replacements	Total	Deprec. Rate	Deprec.	Year
$2,500	$400	$2,900	25%	$ 625.00	1st
2,900	350	3,250	25%	725.00	2nd
3,250	550	3,800	25%	812.50	3rd
3,800	300	4,100	25%	950.00	4th

Total depreciation charged off...$3,112.50
Should be..... 2,500.00

Excess included in costs.....$ 612.50
Type account debit on books is $3,800.
Should be $2,500.

The above is only on a small scale and yet it amounts to about $12.50 erroneously charged to cost each month.

It seems to me from the above figures that an owner could be misled in regard to hour costs and actual plant debit amount.

Use Standard Cost Finding Figures

It is my opinion that a reserve set up each month for depreciation in accordance with the principles of the standard cost-finding system is very practical. Such a reserve allows 10% per annum on all machinery and fixtures and 25% per annum on type. It then becomes necessary for the individual in charge of the books to ascertain the status of each purchase of equipment, to determine if it represents new equipment or is merely a replacement of equipment already shown on the books. If care is exercised in this regard the depreciation rates will be applied correctly and the accounts will reflect true conditions.

If at any time the debit value in the plant and equipment account is exactly offset by the credit in the reserve account and the equipment is still usable, it is customary to make a revaluation or appraisal of the plant. The book value is then adjusted by debiting the reserve and crediting a special surplus account for the difference. This reduces the carrying value on the books to the sound value of the appraisal. Such an entry should never be made to the regular surplus account as this will permit the declaring of dividends on an estimated plant revaluation.

Large repairs, which serve to restore the usefulness of machinery, are usually charged to the reserve for depreciation. Ordinary repairs are not, as a rule, charged to the reserve, but are charged against current operating expenses. Judgment must be exercised in handling such items. The person who classifies the expenses of a business as they occur should be in a position to see that the accounts show facts.

An Easy Way to Make $15,000

HAVE you a suggestion box in your plant? The U. S. Printing and Lithographing Company, of Cincinnati, has and it saved $15,000 last year through suggestions made by employes. These were obtained through the award of prizes for the best ideas. Prizes totaling $500 were given out during the year, but that's a mighty small amount to pay for $15,000. The same idea applied to your plant might improve its efficiency and increase its economy.

Honor Patron Saint of Printing Industry

BENJAMIN FRANKLIN, publisher, journalist, statesman and printer, has been modeled in bronze at the expense of a Waterbury, Conn., philanthropist, by Paul W. Bartlett, the noted sculptor. The statue, after appropriate ceremonies, will be unveiled in Waterbury this month. Before reaching Waterbury, however, the statue will be shown in many eastern cities, starting from Baltimore, where it was cast. Elaborate ceremonies all along the route are now in progress.

Chicago Printers Lean To'ard Banking

OUT in Oak Park, a Chicago suburb, they call it "the only National Bank in America's largest incorporated village" but it could just as well be called the "bank of printers." In the first place, its vice-president is Jay P. Black, president of J. P. Black & Company, printers, at 111 North Market street, Chicago. In the second place, William Sleepeck and William C. Hollister, equally well known in Chicago's printing industry, are associated with Mr. Black on the board of directors and comprise the bank's committee on new business. Mr. Hollister is president of the Champlin Law Printing Company and chairman of the legislation committee of the

JAY P. BLACK
Vice-President First National Bank of Oak Park

Franklin Typothetae of Chicago, while Mr. Sleepeck is president of the Sleepeck-Helman Printing Company and chairman of the Franklin-Typothetae scale committee.

It is because of these men that Chicago printers find their financial problems given such sympathetic consideration by the First National Bank of Oak Park.

West side Chicago printers find the bank's motor patrol service a great convenience, as pay-roll funds are delivered and collected under a bond indemnifying the depositor in case of loss through robbery or accident. Loop printers banking with the First National can obtain similar service through one of the large downtown banks, through which the First National clears.

The First National Bank was organized twelve years ago by Henry Pillinger, pioneer merchant and real estate dealer of Oak Park, who is still its head, and was known for ten years as the Austin Avenue Trust and Savings Bank. Two years ago it was nationalized. The bank is a member of the Federal Reserve System of Chicago, and is a depository for state and county funds.

Charles F. Vogel, an attorney whose clientele includes many leading Chicago printers, is a director, and the bank's legal adviser. Other members of the board, all well-known residents of Oak Park or Austin, are Max M. Pilz, Harry Lakin, Dr. Joseph T. Woof and John Nelson. Arvid L. Peterson, who served an exacting apprenticeship with the Mid-City Trust and Savings Bank before joining the First National organization, and who enjoys a wide acquaintance among west side business men, is cashier.

The bank is housed in its own new and modern building at West Lake street and North Austin boulevard, the thoroughfare dividing Chicago and Oak Park.

National Paper Trade Association Rejects Long Price List

THE Fine Paper Division of the National Paper Trade Association in convention in New York City, April 12, refused to endorse the long price list because "it would not be practical in the merchandising of paper and would not benefit the printing fraternity." This action came as the result of a telegram from William J. Eynon, president of the United Typothetae of America, in which was embodied the following resolution adopted by the executive council of the U. T. A.

" 'Resolved, That the Executive Council of the United Typothetae of America, in session on April 8, 1921, recommends the general introduction of the long price list by paper merchants of the United States on January 1, 1922.'

"Am advising you by wire so that you may have this information to present at your forthcoming meeting.

"William John Eynon, President U. T. A."

William C. Ridgway, secretary of the National Paper Trade Association, reporting on the action taken by the executive committee of the organization to the general session, April 12, said:

"The executive committee, at its meeting on April 11, considered this telegram and thoroughly considered the whys and wherefores of the long price list as presented on numerous occasions. On one memorable occasion in 1915 this matter was discussed by committees representing the United Typothetae and this association for a period of eighteen hours on a stretch.

"After thorough consideration the executive committee recommends to this meeting the passage of the following resolution:

" 'Resolved, That the National Paper Trade Association, after the most careful study of the matter of the long price list, is of the opinion that such a method of pricing would not be practical in the merchandising of paper, would not be of benefit to the printing fraternity, and that we hereby go on record as opposed to its adoption or use.' "

This resolution was unanimously adopted, after which Mr. Ridgway concluded:

"In closing, we want to express the hope that at some not distant date there may be discovered a common ground on which the paper merchant and his customer, the printer, can make a start in constructive co-operation. There can be little difference of opinion on the desirability of co-operation by the two industries but, except here and there, there is no real co-operation between the printer and the paper merchant.

"We may be prejudiced in favor of the merchant, perhaps so much so that our views are of no value, but, nevertheless, we believe both sides are to blame for the present lack of co-operation. Undoubtedly the paper merchant was slow in his recognition of the undeniable right of the printer to protection on sales of paper by the merchant to the printer's customer, but today there are relatively few paper merchants who do not concede the principle and grant the printer full protection.

"The printer, in many localities, still believes it his inalienable right to dictate to the paper merchant in matters which are clearly problems of merchandising and concerning which the buyer can have no such right. The only remedy we would suggest is the absolute protection of the printer in the matter of direct sales by every paper merchant of the country and an honest effort to get closer to the printer's problems. No real co-operation will be possible, however, until the printer recognizes the right of the paper merchant to settle, without dictation from him, those problems which pertain solely to sound merchandising."

Make Your Own Advertising Positive!

Don't Harp on the Amount of Direct Advertising Matter That Goes Into the Waste Basket--It'll Prove a Boomerang. A Timely Warning

By ROLLIN C. AYRES, Zellerbach Paper Co., San Francisco

UNFORTUNATELY there is not sufficient advertising on the part of printers to stimulate more direct-by-mail advertising—that forceful arm of publicity that has attained second place in the amount of money spent annually on various media. Newspapers are first, carrying about $600,000,000 in advertising annually. Direct mail is second, the business of the nation expending each year about $300,000,000. The magazines are rated third with a volume of $150,000,000. Direct mail shows steady gains as more business houses become familiar with this forceful and profitable form of making known the merits of merchandise, the value of services and opportunities afforded for investment.

More printers should advertise the product of their plants and make known the possibilities of direct mail advertising. And right here we want to register a complaint against certain copy that continues to go out. We read in a printer's advertisement: "It is true that over eighty per cent of the advertising literature distributed is promptly thrown into the waste baskets of the men who are simply 'too busy.'" And then the printer goes on to say that he makes advertising literature so attractive that it is kept and paves the way to sales.

Another printer startles us with this: "Bang! Into the Waste Basket goes the unending stream of business literature and printed matter which flows across the busy man's desk, etc." Then he tells about his facilities for doing such fine work that his product is retained and puts the message across. Examples of similar advertising are legion and while the printers are to be highly commended for advertising, there is danger in negative copy. When the prospective direct mail advertiser is continually reminded of the yawning jaws of the waste basket, is he not apt to be skeptical about using this kind of advertising? If it is beset with so many dangers, will he feel like taking a chance? Is it not better to influence him with forceful affirmative copy rather than try to scare him with negative copy?

Some cigarette advertisers warn the smoker about heavy Turkish tobaccos that leave after effects. They assert that their cigarette of light domestic tobaccos is harmless. Certain cigar manufacturers berate the heavy Havanas and tell how they affect the heart and nervous system and create havoc generally in your system. And to further the sale of their particular brand they speak of its mildness and perfectly harmless attributes. Such copy tries to build up by first tearing down. Any copy that attacks a competing product is very apt to create doubt in the reader's mind regarding both kinds of merchandise.

It is possible to advertise printing and direct mail advertising by telling of its advantages, its pulling power, its ability to make sales. Why need the copy shout so much about the waste basket and warn the advertiser to be careful? True, there is often waste circulation in every form of advertising. Direct mail is no exception. Many times, however, the little inexpensive envelope enclosure sells goods. As a matter of fact the fate of a piece of business literature often rests with the copy more than the kind of printing that carries the message. At all times it is best to urge good printing, but the industry is menaced when the printer continues to harp on the dangers of the waste basket. *Let's put the "Waste Paper Copy" in the waste basket.*

Mr. Ayres wrote us at the time of sending in this article:

"As printers begin to advertise themselves I find that they like to tell the amount of direct mail that goes into the waste basket. Let's call a halt on this kind of negative advertising".

And we agree with him!!

—The Editor

British Bar Enemy Goods at Exhibit

AN international printing exhibition is scheduled for London from April 30 to May 14, inclusive. This will be the sixth of such exhibitions held in that city. Exhibitors number several hundred, including a number of American concerns. In addition to machinery, exhibits of typography and presswork will be featured. A two-day "World Printing Trades' Congress" will be held May 10 and 12. "No ex-Enemy Goods" has been chosen as the password, and the exhibit for the first time in its history will be free from displays of German and Austrian printing equipment.

The printer is the only man who insists upon an imposing stone beneath, instead of above, his form.

How Does Your Firm Do It?

A METHOD used with good success to catch typographical and other errors is that employed by the R. R. Donnelley & Sons Company, Chicago, where an award of one dollar is given the pressman or his assistant who discovers a mistake which has escaped the proofroom. This might seem an expensive way in which to prevent "bulls" but it has paid the Donnelley company in the excellence of its product. It is this same desire to turn out the best possible work that has made the Donnelley name known throughout the country.

In adopting this "bonus" idea, care should be taken, as in the Donnelley plant, that the mistake is not intentionally made for the purpose of later catching it and claiming the award.

Wherein Dad Comes Into His Own

And Incidentally The Printer Too. Father's Day Becomes Father's Week and Everybody Profits. Some Other Ways of Creating Sales.

By FRANK H. WILLIAMS

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IT'S up to the printer! If he can supply the ideas he can sell them and it isn't always the elaborate idea conceived by the massive intellect that brings in the shekels. Not by a long shot. The alert printer, wherever he may be located, whatever the size of his plant, will seize every opportunity to create business, and as a usual thing he will even make those opportunities. Take for instance a printer in our town:

This printer—we'll call him Smith because that isn't his name—this printer has built up a profitable business among garage owners in our section of the country just because he conceived the idea of syndicating road maps showing detours, bad spots, distances and other information which delights the heart of the Saturday-afternoon-and-Sunday tourist. These maps are printed on one side of a pocket-sized card. On the other side appears the advertisement of the garage owner who distributes them. The cost is low because the idea is sold to a number of garage men—all located in different towns adjacent to ours—but not so low that a nice profit is not realized.

Brings a Pleasant Aftermath

But the whole thing goes further than that. The maps have proved such profitable advertising to the auto men that they now look upon Smith as *their* printer—the man to get out their bill heads and envelopes and office forms. The result? A regular honest-to-goodness business for Smith.

And, speaking of auto dealers and repairmen, one need not stop at maps. How about traffic regulations of your city, attractively gotten up in folder form? After the map idea has been syndicated to its fullest extent, start on this traffic regulation idea and see if you can't sell enough to help out quite a lot—not only through immediate business but through future orders.

It is very seldom that the average driver knows much about the traffic regulations of his city and yet these ordinances are mighty important. You can do as Smith has done—obtain a resume of the laws from the city attorney and then take the idea to one of the dealers in your town. You'll see him take it up mighty quick, for these codified laws in booklet form will prove excellent advertising.

That's only two of the ways Smith is furnishing his plant with motive power from the automobile industry. He has attached his presses as well to the business men's clubs of his city. He pays for his electricity through the orders received from the Kiwanis club and his labor with the orders gotten from the Rotary Club and so on with every organization in his town. From each of the orders obtained from these associations he subtracts his share of profit, don't forget that.

What Smith Sells Them

What are these orders he obtains? In the first place he didn't attempt to grab the stationery or announcement-of-meeting cards—he was after that, yes, but he was after something still larger. He suggested a house organ to each—or at least a bulletin to be issued at regular intervals. He proved that such mediums were needed to weld the organizations into greater organizations. That was part of his vision—when he had helped build an organization to greater size and strength he knew he'd reap the harvest through more orders for printing. When he had sold the members on the idea of a publication and had proved the value of his idea, he got all the rest of the small orders for stationery and announcement-of-meeting cards as well.

It's true he had to buck some competition from the mimeographed bulletins but that didn't last long when he took the house organ of the Kiwanis club over to the meeting of the Rotary club and showed the latter organization how much better the printed bulletin of the Kiwanis club was than the mimeographed sheet of the Rotary club. He stressed the permanence of the printed bulletin, the fact that cuts could be used and that the whole was an excellent advertisement of the association.

From Organization to Individual

And the idea didn't stop there. From organizations of numbers of business men he went to the individuals themselves. He began getting out the "Racket Store News" and "Emporium Advertiser"; small in size, but as these proved themselves they were increased. It's interesting to note that this idea has been carried even farther in such cities as Chicago, where the Republic building issues a sixteen to thirty-two page magazine for the firms and patrons of firms in that building. The Pantheon theatre has started a magazine containing forty-eight pages with a two-color cover, whose circulation among patrons of that theatre runs over thirty thousand a week. Neither the Pantheon theatre nor Republic building stands the cost of the printing. The advertising from outside firms pays for that and pays handsomely. A printer who puts over this idea can make a double profit—from the advertising as well as from the printing.

House organs are the most lucrative of all printing—the tid-bits. Perhaps your town is a manufacturing one—a house organ to keep down labor turnover—to keep salesmen enthused—to reach the jobbers who handle the product of each factory—to interest the consumer. All of these are reasons why a house organ—perhaps two of them—should be used by a manufacturing concern.

—And Father's Day

As we keep on investigating the way in which Smith has achieved success we find still other ideas he has used to his own and his bank account's advantage. Take his idea of linking up Father's Day, which comes June 5 this year, with one of the retail stores of our town. He went to the "Men's Haberdashery" and suggested to the owner of that store that he devote an entire week to father—that the clothier designate the week before Father's Day as "Father's Week," and that the merchant suggest to the sons and daughters and wives of "Father" that during this week they purchase articles of apparel to be given him on his day. That stunt appealed to the "Men's Haberdashery." It stole a march on the other merchants, Smith got considerable printing and Dad got some new neckties and shirts. But that isn't all—the "Men's Haberdashery" swears by Smith and any idea he has along a similar line he takes it there and is assured a respectful hearing.

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Why The Printer Should Advertise

A Number of Reasons Effectively Outlined for the Benefit of Those Who Still Doubt the Efficacy of the Medicine They Themselves Produce.

By NOBLE T. PRAIGG
Director of Advertising, United Typothetae of America

WE ARE alert to contrasts. We gauge the majesty of the mountain by its relationship to the adjoining hill. We react instantly to the spot of bright color on an otherwise uninteresting reading page.

And—today—perhaps one temporary reason why the printer should advertise is because so many printers don't.

To the general world of printing buyers, printers are uninteresting. There is nothing dramatic about printing. Nor, as an industry, do printers create dramatic elements about themselves. The printer who does advertise is the bright spot of contrast on an otherwise dull industrial page.

Five Reasons Why

But effective advertising is more fundamental than that. And printers should advertise for five reasons:

1. To raise the percentage of productive time in their individual plants and throughout the industry.
2. To influence the world of business to use more printing and better printing, toward insuring a more even level of good business in all industries.
3. To help overcome the hindrance of overequipment.
4. To reduce the costs of selling by helping the salesman make more calls, which would help reduce the cost of printing and its selling price; which, in turn, would automatically influence more generous use of printing.
5. To explain and dignify the industry in the public mind.

Generally speaking, we have experienced three basic periods of industry—in all industries. First, when wants were simple and commerce was young, there was made only what was consumed. Then came the increased demand and a mad manufacturing rush to satisfy it. That was the period of "anything that can be made can be sold." But nowadays, the business pendulum has swung to "anything that can be sold can be made."

Printers are in that position. Any printing they can sell, they can make.

So, the problem is—how shall it be sold?

And the answer is—by hooking the power of advertising to the service facilities of men, machinery, technical experience and business trustworthiness. It is a selling combination of overwhelming power.

But there is an odd phase to advertising, which makes the nonadvertiser skeptical of its possibilities. It is so intangible, so unsusceptible of being charted, diagrammed or accurately forecast as to results, it must be taken largely on faith.

How unfortunate that printers so apparently lack faith.

Those Who Do Get Results

Not that printers do not advertise in great numbers. They do. Or, more precisely, they dabble in advertising. But all too frequently, their advertising is spasmodic, half-baked, ineffective because it has no insistent power of plan behind it. And why should this be, when on every side these same printers are serving customers who are *getting results* from their advertising—because it is systematic, persistent, based on plan and purpose!

All other businesses use advertising profitably; printers produce a vast proportion of this advertising which makes sales for others, so why not use these same facilities for selling printing?

For, to advertise printing vigorously and well, is to sell:

1. More printing as a commodity.
2. Greater respect for the printer and the industry.
3. Deeper appreciation for *good* printing.
4. Clearer understanding of the printer's problems.
5. Broader confidence in the printer's ability to judge, and advise with the buyer in respect to his requirements.

And this simply means making advertising take the same five selling steps which the successful salesman must cover in personal contact: Arousing interest, favor, confidence, desire and action.

No easy task, that, in making a market for printing. But is it so? No easy task to "take orders"—quite right—when salesmen from rival houses are constantly trailing the job that already has been planned. But, from the standpoint of competition, more business and more profitable business arises from the printing that the printer *sells* than from the printing the buyer voluntarily *buys*.

Direct Mail Interests Business

A year or two ago a business magazine queried its readers about topics they wanted to read about. More than 70 per cent announced their first preference as articles about Direct Advertising and printing technique as practically applied to business needs. Does that look as if printing is not of interest to business men? It is a fact, proved in every community of North America, that the printer whose motives are sincerely to deliver actual *expression of idea* in type, paper, ink and presswork is the printer who experiences few regrets because "the other fellow's price was lower."

With buyers of printing keen for *ideas*, it remains only for the printer who *has* ideas to advertise that fact. He won't need to sell printing. Selling the idea will carry the printing to him automatically.

Tell the buyer what he needs to know. He usually simulates a far greater familiarity with what he wants than he actually feels.

But tell him interestingly—in the terms which apply to his own welfare. Not sweeping statements about your equipment, your floor space, your expertness, your quality of product and service. He must be told those things but avoid the unsupported expression of your opinion; let *him* draw the opinion; give him *evidence* upon which he may base it.

And right there — the evidence — rests the printer's greatest opportunity. His advertising has the power not only to *tell* of expertness, taste, craft skill and equipment—but in the very advertising of those attributes the printer *shows* them. In this respect, he is one of the most favored of manufacturers. Every advertisement of his own making is a sample and a demonstration of the commodity he advertises.

And, obviously, advertising of this character and effectiveness calls for Direct Advertising.

Back in 1732 Benjamin Franklin recognized it—so he launched Poor Richard's Almanac, the first house organ published. Almost 200 years later it is a matter for

Continued on page 72

Some Random Remarks About Art

The Artistic In Typography Is Not Always The New, The Unusual, The Quaint---But Rather The Tried, Known and Permanent.

By N. J. WERNER

Texts:—

"Order is heaven's first law."

"Beauty unadorned is adorned the most."

"A thing of beauty is a joy forever."

"Genius leaves to novices the fantastic and the ostentatious, and itself pierces directly to the simple and the true."

"*Ars longa, vita brevis.*"

"Die Welt wird alt; nur echte Kunst
Spuert nimmerdar den Zahn der Zeit.
Was schoen vor tausend Jahren war
Das ist's in alle ewigkeit."

[Translation of the above:

"The world grows old; true art alone
Is spared the tooth of time, and that
Which beauty had in ancient days
Will beauty have for evermore."]

Art is frequently a synonym for new. Because some things are more or less novel, not met with before, we mistake them to be artistic, or we are asked to accept them as such.

* * *

Art is often a synonym for variation. Some one, in a moody spell, becomes tired of seeing the usual things about him and is thereby impelled to make something which is dissimilar, be it a piece of printing or anything else, and then imagines—or endeavors to make others imagine—that he is an artist. And the more he can vary it from the usual the more praise he believes or claims himself entitled to because of his "artistic" taste or expression.

* * *

Art is quite often synonymous with incompleteness and indefiniteness. This is one cause for the things that meet us under the guise of "impressionism," which the "artists" endeavor to "put over" as "expressing" themselves.

* * *

Art is too often a synonym for difficulty of production or execution. The compositor who, for instance, gets up—or used to get up—intricate forms with brass rules, is—or was—esteemed an "artist" in the degree to which the cutting and arranging of the brass rules was an intricate and tedious task.

* * *

Art is, with many, a synonym for quaintness. If a thing impresses one with its oddity or discordant differences, it is supposed to be an "artistic" object. Take, as examples, the Billiken statuettes, "chaostypy" (thanks, that's forgotten), the department and other headings in some newspapers and magazine, and "ye olde folkes' spellynge."

* * *

Art is much too often also a synonym for ugliness. Hence the expression, "It is so ugly it is handsome." The taste for bull dogs, Chinese idols, certain hand-lettering, jazzy type faces, etc., comes under this classification.

* * *

Art, so-called, is often merely an expression of lawlessness on the part of an individual who may have a clear idea as to what is true art, but who has a perverse nature which hinders him from being faithful to it.

Some producers and sellers of peculiarly or oddly fashioned things do not believe in these themselves, and laugh in their sleeves at those of us whom they convince that they are presenting artistic designs.

* * *

Some art is nothing else than pretentious incapacity or precocious arrested development. Therefore, we are asked to accept much that is mediocre as high art, and, alas! a lot of us "fall for it." This brings to mind a lot of "artistic" printing I have had under review.

* * *

I am like this father. His son said to him: "Dad, I've sold that picture I finished last week." "You did? Well, I like your art." "Why, I thought you didn't like the picture." "That's true, my son; but just the same I like your art—of salesmanship." The art of "putting it over" is the only art to be found in connection with many a so-called artistic thing.

* * *

Somehow or other, I cannot enthuse about the employment of type faces which appear as though cut by some tyro with a jack-knife. Just because Caslon was the first English typefounder is no reason why I should accept the crude productions that came from his hands, even if he did the best his facilities permitted. Nor do I feel obliged to consider Gutenberg's types artistic (as some ask us to), even though his works now command high prices as rarities. I know I would be laughed at if I claimed the pioneer's log-hut to be a thing of art and beauty.

* * *

We printers have been letting the pseudo-artists talk to us so much and in such a loud voice that we have well-nigh, if not entirely, lost sight of the true principles of art. In fact, the chaps with the big voice have so plied their megaphones that a large number of printers have become so misdirected that they have come to look upon, for instance, certain things done (I won't say printed) with Caslon old-style type and a heavy sprinkling of "swash" letters, all plentifully letter-spaced, as the *ne plus ultra* of "artistic" typography. Throw rocks at me, if you care to, but I range with the foregoing most of William Morris' highly vaunted but nevertheless amateurish efforts at printing.

* * *

There are the illustrations which do not illustrate—which neither amplify the text nor help to explain it; which, in fact, are often contrary to the text—not to speak of those which are not true to nature; all showing lack of attention or lack of knowledge on the part of the drawers thereof.

* * *

I thoroughly agree with the writer who said: "The more I see of art the more I like photography." This applies to a vast majority of the drawn pictures accompanying reading matter and advertisements.

* * *

Give me Nell Brinkley drawings in preference to the Aubrey Beardsley creations every hour in the day, every day in the year.

Continued on page 62

INTERTYPE

"THE BETTER MACHINE"

Install a Model D-s.m. for Your Display Composition

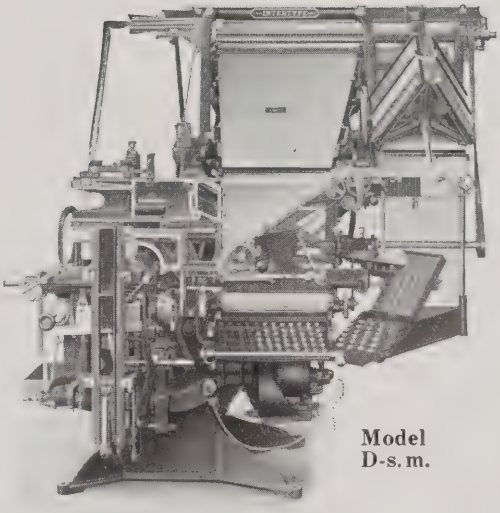
Every practical composing-room man knows the great need for a display-line casting system that is economical and dependable.

The practice of cutting or clipping copy—distributing same all over the composing room—and then the inevitable rush to make the form up is, to say the least, crude made-shift and, very costly.

The Model D-s.m. will eliminate this costly practice and produce a great range of text, headletter and display composition from 5-pt. to a display 36-pt., all from the one keyboard and under the control of ONE OPERATOR.

The Model D-s.m. is particularly adapted for the composition of department store display ads. and general job display composition.

WRITE FOR LITERATURE
AND A WORKING DEMONSTRATION
OF THE MODEL D-s.m.



Model
D-s.m.

No more picking for job type sorts

Real non-distribution

Modern display matrix faces are now substantially completed up to a wide 36-point in Bodoni Bold, Cheltonian Wide, Cheltonian Bold, Century Expanded and Century Bold.

Builders of "The Better Machine"

INTERTYPE CORPORATION

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

Middle Western Branch
Rand McNally Bldg., Chicago, Ill.

Southern Branch
160 Madison Avenue, Memphis, Tenn.

Pacific Coast Branch
86 Third Street, San Francisco, Cal.

MILLER & RICHARD, Canadian Representatives

For The Service Printer

A department devoted to the interests of the progressive printer who is interested in so-called "Service Printing."

Pat Kay

Inquiries are held confidential and comments on the department will be welcomed.

WHOM shall we offer our wares today? We're all keyed up to prepare some direct advertising that will sell goods like bread in a famine. Where's the man to start upon?

Well—here is one!

The following four-page folder, changed only in names, was among the mail that greeted me from my desk one day last week.

Madison Wascreek & Co.
OFFICE FURNITURE AND FILING DEVICES
1244 West Wabash Street
TELEPHONES KENWOOD 9999-8888

(That was the letterheading, reduced in size. A much overused face is Cheltenham Bold.)

"Gentlemen:

AIN'T IT AWFUL—not an order in this mornin's mail.

You need furniture, we need business. The answer is obvious. Let's get together.

We claim our prices are right, our merchandise of the best, and our service good. Make us prove it. A glance at the inside of these pages will partly convince you, a call at our store will completely convince you.

It has been said that opportunity knocks but once, but —we are knocking all the time.

Give us an opportunity to serve you.

Yours very truly,
MADISON WASCREEK & CO.,"

_____
Secretary.

The letter was printed from a light-line typewriter face type, intended to be printed through silk to imitate typewriting. Printed direct upon paper it was pathetically weak. If a letter is not to be filled in neatly, if it is obviously a "form" letter, why not be honest? Print it from a clear, easily read face like Bookman, Scotch Roman, Caslon Old Style or Goudy. No man is fooled on a hick job from typewriter type.

I agreed with the writer when I read his first sentence. I mentally supplemented his remark when I glanced at the three pages which followed. They showed four sad half-tone illustrations of office furniture, one wood cut and one zinc.

Prices were printed—that is to the sender's credit. He was honest and told you what his prices were on the merchandise.

The circular was poorly printed on a piece of sulphite bond. I may be slandering our craft—the circular may have been a specimen of effort at printing by a machine that is widely advertised and claims to enable the purchaser to do his printing at one-third usual cost, etc.

Now that we have knocked this circular aplenty (which is an easy task at all times) let us plan the constructive action. This circular reveals one of the many opportunities for the printer seeking direct advertising business.

The firm sending it out is known as a good house. It gives fair values in office furniture. Let us rough out and try to sell him a neat little circular. Nay, more—let us sell him a little series of circulars. He'll profit more by three than one and it makes our efforts worth while.

First we shall select an enamel, inasmuch as we are called upon to illustrate our merchandise with halftones. We can use an India enamel, substance No. 80, and print the job in two colors, a very deep halftone brown and a medium olive green.

Madison Wascreek & Co.
OFFICE FURNITURE AND FILING DEVICES
1244 West Wabash Street
CHICAGO

"Better Furniture for Better Business"

On page one of our first circular let us try out this sort of copy:

"Wailing and donning of sackcloth and ashes in time of sorrow was the ancient idea. Business men of today refuse to go into mourning when business is slow.

They work harder—cheerfully—and they prepare for better business by sprucing up their methods and sprucing up their offices.

We're here to serve that type of energetic business man. We can meet your ideas of economy as well.

There are some bargains in furniture here—office desks in particular. Look at the typical examples on the following pages.

Come in and see the actual desks. We are here to show them—courteously and without urging you to buy.

Drop in when you are out to luncheon."

Very truly yours,
MADISON WASCREEK & CO.

This is hastily written and I do not offer it as ideal text. But at least it has a sensible selling idea.

Concluded on page 56

"Say What You Please, Pat"

The Hon. Editor tells us to say what we please. If we say some of the things we sometimes think, this page will die young.

This here daylight-saving ordinance gives us a chance to get in some overtime under natural light. Let's have an ordinance to bring about some need for overtime.

Pleasant Remarks to the Printer

"How soon can I have this?"

"By the time you get the type set we'll have the cuts done."

"Quote your lowest price and quickest delivery."

"The printing business must be slack. There's so many solicitors been calling lately."

"Now that business is slow you printers will come down to earth and use sharper pencils."

Wonder if President Harding made any money in the printing end of his business?

We saw this advertisement in the "Ambassador" the other evening:

> "WANTED—Aggressive, forceful man to sell printing—one who knows what printing will do, rather than how it is produced, most desirable, etc."

Doesn't that clearly tell the story of present day printing progress? We are learning how to sell printing, not so much as merchandise, but as business force. When we all regard it as such and *sell* it as such, we shall have made the next great stride in our industry.

Multigraphs, Etc.

The printer no longer worries when a client threatens to buy a multigraph or install his own printing plant. Most of those who do so and find out what it costs to produce their printing (and the wretched quality usually nauseates them) are soon willing to pay the fair price we ask for decently printed matter.

"1921 Will Reward Fighters!"

One bird gives the above sign a casual glance. Then he naively pipes up: "Is that some more bunk about the soldiers' bonus?"

One of the happenings that rank rather low in our list of pleasant moments is:

> Figuring on a lightweight manifold stock to run so many impressions per hour on an automatic and discovering, when the job is on the press, that the stock has air holes which slow down the feeding to one-third normal.

Another:

> The re-order on a form the day after it was thrown in.

What Five Wars Replaced

In an old circular we read was this line: "This fine old mansion has seen five wars and the telegraph replace the Indian signal fire."

After laughing at the telegraph and five wars replacing the Indian signal fire, we had the pleasure of recalling we had written copy for the darn circular ourselves.

Every now and then we meet up with some oiseau who laments about the general cussedness of the printing business, the meanness of printing buyers and a statement that no man ever got rich in the business.

Any man who feels that way, in justice to himself and to the printing industry, should get out and get out quick. Off-hand we cannot think of any particular business for him, but we know of a general destination to which he may go.

Most of us regard printing as a splendid business, full of present and future possibilities. We are in it, heart, soul, body and mind, to make it a better business, to make its members better and more prosperous and to serve the world as no other industry can.

The prime essential in every business is *faith*—faith in the industry, in its members and in the people it serves. Heaven help the man who loses faith!

His future is dark—dark "as the inside of a cow."

Occult Literature

A fellow wants to know if we have read any of the poems Keats wrote before he died. All we've read by Keats he wrote before he died. Have you read anything he has written since?

Ask Him to Spell "Henna Hair"

"The Line-o-Type" tells how the cockney boy spelled "saloon":

"A hess, a hay, a hell, two hoes and a hen."

What of It?

We look for the maker's name in a hat, the artists's signature on a painting, the watermark in a bond paper and the various marks of the producers in a countless number of things. Yet, we neglect our imprint on our printing and meekly allow the customer to order its omission. We should think a business man would be *proud* to have the imprint (small and neat) of a *good* printer on his advertising literature.

Is the use of the imprint increasing or decreasing?

Seems to us some one said, not so long ago, that paper would not come down, or at least wouldn't take sudden falls. Perhaps our memory is at fault.

Send It In

Contributions to this page are welcome. They might be published. Anonymous contributions received also. We are trying to find that good old pome on the print-shop towel. Who has a copy?

We must be on our way now. A man phoned for us. Probably wants to give us an order for fifty thousand catalogs—or wants a price on 500 business cards—good but not expensive. PAT KAY.

Editor's Note—This page is Pat Kay's. He's started the thing and we're leaving it up to him to keep going. Mark this: if he steps on your toes remember it isn't our fault. This page is his and he's entirely responsible. It's altogether possible he will spring some stuff that doesn't fit in with the editorial policy of BEN FRANKLIN MONTHLY, so we're giving you this warning now.

Ben Franklin Monthly

PUBLISHED FOR SERVICE TO

Printers, Trade Compositors, located in the United States and Canada

Editor - - - - - - - - - P. A. Howard
Managing Editor - - - - - - - C. J. Nuttall
Advertising Manager - - - - - - E. P. Rowe
New York Manager - - - - - - - H. Lee Treadwell

BEN FRANKLIN PUBLISHING CO.

P. A. Howard - - President and Treasurer
E. P. Howard - - - - - - Vice-President
C. J. Nuttall - - - Secretary

CHICAGO
440 S. Dearborn Street
Telephone Harrison 6113

SEATTLE
George L. C. Smith Bldg.

NEW YORK
27 Warren Street
Telephone Barclay 1295

Advertising rates on application. Forms close 25th of each month. Subscription rate $2.00. Single copies 20 cents

We Get a Surprise

NOT so long ago we made a blanket indictment of printers' sales literature—that it was the spare-time job—the office cat, which is noticed only when it gets in the way. That's the manner in which we used to regard printers' house organs, as included in "sales literature."

All that is changed now. So many good house organs have been brought to our attention that we feel it necessary to remove the charge. Some of these have proved so interesting that *The Saturday Evening Post* has lost one subscriber, at least. We take 'em home and find 'em every bit as interesting as the most entertaining magazine published. We can find everything and anything we want in them, from the latest dope on the ponies to the best way to raise geraniums.

This brings us to the last issue of *The Imprint*, published by the Hugh Stephens Printing Company of Jefferson City, Mo. It contained a "Catalog Chart," which makes it of exceptional value to every advertising man and printing buyer lucky enough to obtain a copy. We wanted to reproduce it in the May BEN FRANKLIN MONTHLY but—well, it's real valuable and the Hugh Stephens company can't be blamed for wanting to hang on to it.

However, note this: a little mental and physical energy spent on *YOUR* house organ—if you publish one—will bring undreamed of returns.

An Editorial by Edward N. Hurley

THE *American Magazine* for April asks: "Do you know or guess?" The question is in connection with an article by Edward N. Hurley, former chairman of the Federal Trade Commission. It concerns printers because it concerns costs.

Mr. Hurley says many business men would make more money matching coins, largely because of the ignorant way in which they keep on operating without knowing whether they are losing or making money. That applies to the printing business.

We quote from Mr. Hurley: "The hardest thing in business is not to make money, but to know if you are making it, and why; otherwise business becomes a matter of luck. Anyone who conducts a business without knowing what he is doing is merely trusting to luck. His chances of success are no greater than if, instead of opening a shop, he takes up matching coins as a profession. The figures prove this. Out of 250,000 business corporations that reported to the Federal Trade Commission, 100,000 showed no net income at all. In tossing coins, one has a fifty-fifty chance of winning. The average of business success is only slightly better than fifty-fifty.

"Of the 250,000 corporations whose affairs were known to the commission, only 60,000 earned over $5,000 a year, and 90,000 earned *less* than $5,000 a year. These figures would seem scarcely credible were they not founded on the reports of the owners of the businesses themselves. They mean that 19 out of every 25 corporations in business either earn nothing at all, or earn only the fair-sized salary of one good man. * * *

"One-half of all the people in business in this country do not know from day to day whether they are making money or losing money. They may think they know. They may tell you they are making money, or they may tell you they are falling behind. But in either case they will be only guessing. They cannot know accurately, for they have no cost books and thus no way of determining costs. They frankly work by rule of thumb.

"No man has a right to be in business unless he knows his costs. Installing a system, or keeping up the books, is not an expense. It is insurance money. The price of an adequate cost system is paid over and over again every month."

It's a Pleasure

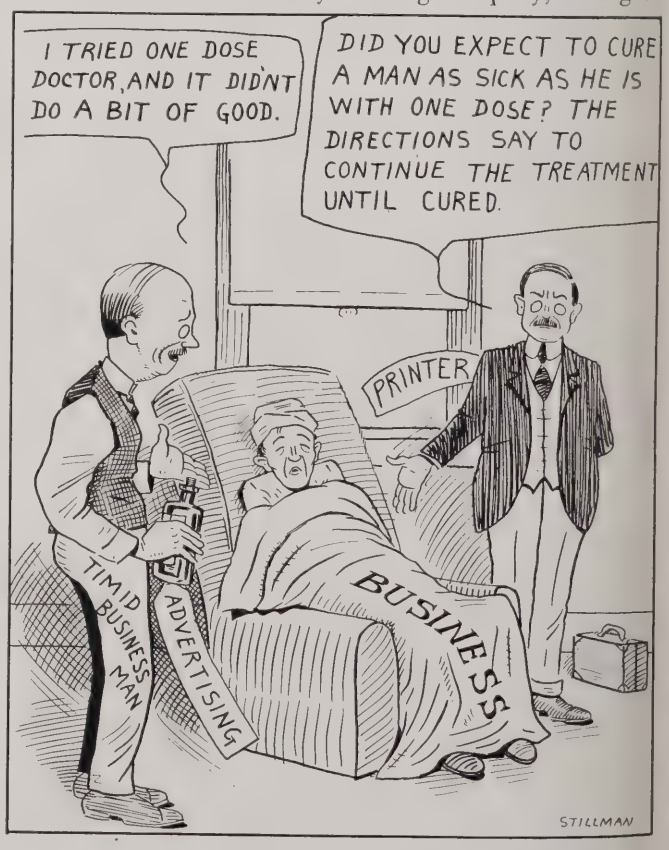
Editor BEN FRANKLIN MONTHLY:

I am writing you this letter in order to express my appreciation of the fine publication that you are issuing in the BEN FRANKLIN MONTHLY. Of all the publications on printing which come to my desk, the one that is of most interest to me is the BEN FRANKLIN MONTHLY.

Your articles are timely and of vital interest to commercial printers, and they are read with keen interest by the people in our organization.

We wish you would also send us four additional copies monthly, inasmuch as our salesmen and production men are very much interested in receiving a copy.

Yours very truly,
L. F. NEELY,
Neely Printing Company, Chicago.



You Have That Privilege

Editor BEN FRANKLIN MONTHLY:

May we have the privilege of "calling you" on the statement made in an article appearing in the BEN FRANKLIN MONTHLY for April under the heading "United States at Large"? The article in question stated that "Pittsburgh has jumped ahead of other Typothetae cities, in that it has organized a ladies' auxiliary."

We readily admit that Pittsburgh has jumped ahead of many cities, but not of New Orleans, in particular. New Orleans organized a women's auxiliary of the New Orleans Typothetae in November, 1920.

The enclosed copy of the *Crescent City Typothetae Tablet* of November 19th will convey evidence of this information. Note telegram from Florence Kling Harding is addressed to the Women's Auxiliary.

HENRY M. ELLIS,
Secretary-Manager,
New Orleans Typothetae.

Editor's Note: The telegram from Mrs. Harding reads as follows:

Brownsville, Texas, Nov. 15, 1920.

The Women's Auxiliary of the New Orleans Typothetae,
New Orleans, La.

It is a great pleasure to send my greetings to you on the occasion of your session and to say that I feel myself a veteran of the newspaper and printing business and quite one of you. The active interest of women in the "Art Preservative of All Arts" is certain to prove to the advantage of both those who participate and those who promote every interest that depends upon that dissemination of knowledge and understanding for which the printing craft has always stood. I thank you for the compliment which your remembrance implies. FLORENCE KLING HARDING.

We're Glad We Help

Editor BEN FRANKLIN MONTHLY:

Please find check for $2.00 enclosed for renewal of my subscription to your journal. I am paid up to April, I believe, and don't want to miss any issues. I find it pays to do lots of reading and your journal has proved profitable reading to one who absorbs the contents and then applies them to his business. We cannot keep shop without our cost system and BEN FRANKLIN MONTHLY, as they are winning companions here.

Wishing you continued prosperity and hoping you will continue at the excellent standard you have attained.

J. S. SMART,
O. K. Printing Office, Arcadia, Ohio.

We Don't Want You To

Editor BEN FRANKLIN MONTHLY:

Yesterday was the first chance I had to give a real reading to the March BEN FRANKLIN MONTHLY.

And it was so exceedingly interesting, well balanced and informative, I couldn't resist writing this little note to say so.

NOBLE T. PRAIGG,
Director of Advertising, U. T. A.

Wherein Dad Comes Into His Own

Continued from page 34

Keeping Father's Day in mind and the plan Smith worked—he didn't confine the amount of printing to be used during this week to the regular announcement but he sold the merchant special price tags, gift cards, signs for use around the store and then came the dodgers and other forms of sales literature to be sent out to the buyers of the city or town—we realize how success depends upon the individual printer.

Oh, yes, Smith's a fighter. His bank balance just now shows it. His shop with every press in operation proves it. And he says fighting is well worth while.

Problems of the Small-Town Printer

MAKES a mighty sight of difference whether a printer exorcises the devil of waste or exercises the waste basket—or the waste barrel, for that matter. The old proverb says: "A small leak may sink a great ship." Why should not the smallest kind of a leak in the printing office be noted as quickly as a leak in the old hot water bottle in the noon o' the night? Make you uncomfortable; a leak should be worse than a hair shirt!

A murrain on the fellow who sits around, cool and comfortable and unconcerned, while the pressman is wasting ink and paper, and the compositor golden time. You know who I mean; the printer whose favorite words are: "It doesn't amount to much!" *You either get the devil of waste, or he gets you!*

The printer who cannot make a healthy crop of mistakes has not yet been born. Mistakes are like kittens; there's a lot of them born, and most of them must be killed off early! The printer who never made mistakes would not have energy enough to blow a tinker's whistle! It is up to you to see that errors are corrected before the press has its inning. Too many waste-basket funerals in some printing offices! Fluent language never makes the loss good when you say: "Dump those dodgers in the waste barrel and cut another lot of paper." Mistakes, like thistles, need to be nipped in the bud before they go to seed.

About nine out of ten of us are too easy going. We could better a lot of things about our business if we only turned on a little more steam—takes a little pressure to keep the business ball rolling nowadays and still have no unnecessary punctures to mend. The printing business always reminds me of that old conundrum: "What is the largest room in the world?" and the answer: "Room for improvement."

There is a lot of healthful fun in running a printing business; but when it runs us, when mistakes and losses multiply, and the nightmare is heavy upon us, and the sheriff begins to squint our way, and say: "My inning soon!" we begin to groan, in a tone of voice much like that of the frogs on the old farm: "Bad luck! bad luck!" The slogan of "No unnecessary waste" will keep us from this business frog-in-the-throat, this pessimistic groan of "Bad luck!"

Occasionally we see a very careless printer who has so little left above the waste that we think he should be entitled to move in high society. Much of waste is unnecessary; we get into business ruts, then wear them so deep that they become business graves; or we make a merry-go-round of our business and forget to oil the bearings—then something burns out.

Get busy! Caulk the leaks if you would have corking profits! Cut out the business cancer of waste! Why slide down the business toboggan slide on a waste barrel! Be a prophet and get both eyes on the business profits! Keep the waste line down to the lowest possible notch!

Vitality Like an Indian
CALUMET NON-MELTING ROLLERS
Purchase Winter (CalCo) Rollers
and insure yourself against Roller trouble next summer.
CALUMET ROLLER COMPANY
Phone Englewood 8734 6310 Wentworth Ave., Chicago

WHAT THE HOUSE ORGANS ARE PLAYING

In Which a Printer Wakes Up

"THAT'S a good-looking folder."

"Like it? Our customer thinks it is fine. We turned out a good job of printing there, if I do say it myself."

"It ought to sell goods. Who designed it?"

"We did."

"Who wrote the copy?"

"One of our men."

"Nice selection of stock, too. Rich appearing and at first glance it looks interesting."

"We are proud of our staff—every man takes a pride in his work. We have sort of specialized in folders and booklets that buyers will read."

"Yes, I've noticed that you turn out a lot of original pieces of advertising. You have a live sales force."

"We think so; our men do very well. Of course, we could handle a lot more business if we had it, but we can't locate new customers every day."

"But you are after them all the time, aren't you?"

"You bet we are! Our men cover a lot of ground."

"What job is this?"

"Oh. that's a little leaflet of our own."

"Sort of an awkward size, isn't it?"

"Well, yes, it is, but it was some scrap we had from a big job and we figured to use it."

"This is another job of yours, too, isn't it?"

"Yes, that happened to be some stock that was cut wrong, so we decided not to waste it."

"Sort of plain, I'd say."

"It isn't striking, but we were busy with several real jobs and didn't take much time with that."

"This went to your customers, eh? And these others —they are samples of your work?"

"Ah, yes, but they aren't really samples of what we can do; we didn't try to make anything pretentious out of them. They were odds and ends of paper we had, so we utilized them."

"And because they were odds and ends of stock you felt that you wouldn't waste much time on designing or writing the copy. And after they went to your customers, your salesmen went 'round to call and explained what good work their company does."

"But these were just reminders——"

"Of course, reminders. But aren't there buyers on your mailing list that your salesmen never reach?"

"Naturally."

"So they haven't any way of knowing that you produce such fine work as this beautiful folder for your customers. The men on whom your salesmen call, know your work, of course, because your men carry samples of your best work. But what do the other prospects know? They must judge by these little 'reminders' such as anybody can get out without half trying. Seems to me you are overlooking something."

"Maybe so. I never thought of it in that way. We're always so busy getting out something worth while for our customers."

"And I'll bet the same man didn't write your leaflets that wrote that booklet for your customer."

"You're right, he didn't—but he'll write the next one! And it won't be printed on left-over stock, either. Fact is, we never thought very much about our own advertising."

"And yet you say you could handle more business! Bill, if I didn't know you so well, and like you, I'd say something with barbs on it!"—*The Informant, Zellerbach Paper Co., San Francisco.*

Our Customers—God Bless 'Em

OUR customers number every kind of that wonderful animal—man. First we have the dignified gentleman, who turns to his stenographer and says: "Get Stuart," and ten minutes later we're there. This man is 100 per cent business in office hours. His time is valuable and you can insure a welcome every time you come by beating it as soon as business is transacted. He is so cold he spits ice-water. It's "Mister" and "At Your Service, Sir," with him.

Also the man who flies off the handle and hits the ceiling because there is a comma upside down. "Hey, what's the matter with you fellows? Thought you never made mistakes," etc. Five minutes later he has forgotten all about it and is listening to the latest funny story.

Then there is the chap who wants his job yesterday. He is one of our best friends. Some time ago we set three big ads for him in one hour flat by using one man for the display, one man to cut the borders and three men to set the text. The ads were O. K.'d, put on three presses simultaneously, 1,000 press proofs pulled, folded and mailed, all in about three hours. Then the bill. Ah!—that bad news. Back came the invoices, with a funny little notation, "Guess again, kid." Guess again, kid—get that—it's good. We were busy and wanted to cool off anyway before replying to this knockout blow. So the invoices lay on our desk. Two days later this same man came in on the run. "Great Scott, Ed," he said, "you've got to dig me out of this. I was out of town. These ads should have been in the mail day before yesterday and ——," etc., etc. The machine-gun composing room was whirled into action and he got the same splendid service. We took this man over to the desk and sat him in a chair back of the safe for a little vest button to vest button confab. Before we got started (you know, folks, we're slow of speech), his eye roamed over to the desk and spied those invoices with that cute little notation. "Shut up," he yelled, "I know what you are going to say," Grabbing the invoices with one hand, he rubbed out that classic, "Guess again, kid," scratched O. K. on them, jumped clear over the desk and was gone.

Then we have the lad who knows all about how much it costs to set an ad because he fed job press in Eau Claire, Wisconsin, seven years ago. He's funny, too, and we can handle him all right.

And then there is the man for whom the smell of gasoline and the nimble antics of type lice seem to have a fascination. He rambles into the high-speed composing room, says, "Hello, George" and "How are you fellers," borrows a cigarette and visits awhile. We like him. He makes us feel at home by making himself at home.

Last but not least we have the man who likes our work and frankly says so. "You are helping me make good in my job. The directors are immensely pleased with our ads. Here's a box of cigars, boys. Been looking for a house like yours for ten years. I told Mr. Blank you were my printer and he looked at some of your work and said, 'Why, those boys are artists.'" Business of us rubbing our bald spot and wishing we had long hair and an Elbert Hubbard necktie. Do we like this man? We do, we do, and he doesn't swell our noodles a bit. He can have our shirt any day he wants it.

They are all good fellows, at that, and we get a lot of pleasure as well as a little profit in serving them.

—*Stuart's Typo Graphic, Pittsburgh.*

To Resume—We Must Resume

AT THE close of the Civil War, when the dark clouds hung low over the business horizon, and the country was facing the problems of reconstruction, the most brilliant man of a brilliant cabinet, William H. Seward, said, "The Way to Resume is to Resume."

His prescription cured business paralysis following that great conflict and this same prescription will cure it today.

One thing is certain, we are all of us not half so much concerned about price levels as we are in the revival of healthy business—a steady flow at normal capacity.

The only thing that prevents a normal business today is price waiting. Let us break this deadlock! Remember, for us to await the arrival of bedrock prices means we must all go there together. Let's start our wheels turning and carry out some project we have been holding up awaiting the coming of more propitious times and prices.

That means work for your men—business for your town—work for other men in other places—and finally back to you. It's the endless human chain—we are all in it. Be a strong and not a weak link!

Buy something from somebody—it starts the ball of business rolling. This idea isn't original, it has been worked time and time again, though perhaps it may not have ever been so presented. Only bear this thought in mind—after you've started the action, go one step further—pass the word along.

"The Way to Resume is to Resume." Start something today. Buy something from somebody.

D. & W. Chats, Cincinnati.

Courteous manners, friendly ways, and a conscientious job are the "Big Three" trade winners of the printing office.

SUPREME BRAND

Flexible Tabbing Composition

Combines Strength, Flexibility, Elasticity, Economy

ABSOLUTELY GUARANTEED

LAYTON ELASTIC GLUE COMPANY

703-709 FULTON STREET

CHICAGO

TELEPHONE HAYMARKET 345

Every Printer

knows the value of the last operation---binding. Every printer knows the value of one of the first operations---ruling.

Both must be well done or else the fine presswork and the artistic typography are lost. Take no chances with either your ruling or binding. Make sure they are well done.

When you send your work to members of the Employing Trade Rulers' and Binders, Association of the Franklin-Typothetae of Chicago, you know it will come back well done. That's the advantage of standard firms such as these:

DIRECTORY OF MEMBERS

Aggerbeck Ruling & Binding Co. ..... 107 N. Market St.
J. A. Burrows & Co. ..... 310 S. Canal St.
Caxton Ruling Co. ..... 508 So. Dearborn St.
John H. Daly ..... 300 W. Grand Ave.
C. J. Farwell Co. ..... 626 So. Clark St.
Gould & Eger. ..... 167 W. Monroe St.
J. L. Harding Co. ..... 102 N. Wells St.
Harris & Walker ..... 167 W. Monroe St.
C. F. Kuhlow ..... 714 So. Dearborn St.
Fred C. Laukert ..... 712 Federal St.
Harry F. Little ..... 521 W. Monroe St.
Mortell & Co. ..... 626 Federal St.
Nenning & Shugart ..... 518 So. Dearborn St.
Oconto Mfg. Co. ..... 525 So. Dearborn St.
Reding & Hauser ..... 621 Plymouth Ct.
Frank J. Stadtfeld ..... 542 So. Dearborn St.
Stoll & Westerlin ..... 416 So. Dearborn St.
Trade Ruling & Binding Co. ..... 607 So. Dearborn St.
F. N. Volkert and Co. ..... 117 N. Wells St.
Weber & Bloom ..... 422 So. Dearborn St.
Weil Bros. & Co ..... 416 So. Dearborn St.
Western Book Bindery ..... 732 Federal St.

Are you now giving your work to members of this Association? If not, do it now.

CHICAGO

The Hub of the Industrial West

Clara Jane Shepard, vice-president of the Henry O. Shepard Company, was made an honorary life member of the Old-Time Printers' Association at its annual meeting held April 10. She is the first woman admitted to membership. Others made honorary members are Charles L. Estey, S. J. Duncan-Clark and the Rev. Herbert W. Prince, rector of the Church of the Epiphany. Officers chosen for the current year are William J. Hack as president; John C. Harding, vice-president, and William Mill, re-elected secretary-treasurer. This will make Mr. Mill's thirteenth term. Directors selected are Senator Medill McCormick, Arther T. Morey, Prosper D. Fenn, William C. Hollister, Nels Johnson and William J. Sleepeck, chairman.

Paper formed the topic of discussion at the April meeting of the Chicago Club of Printing House Craftsmen held Tuesday night, April 19, at the Atlantic hotel. The manufacture of paper was shown by slides and motion pictures while addresses on the subject were made by Dr. R. E. Rindfuzz, assistant to the president, American Writing Paper Company; A. Carey Huls, manager of the Chicago branch of the American Writing Paper Company, and Joseph A. Borden, director of general service, American Writing Paper Company.

The Advertising Council of the Chicago Association of Commerce will have a special train to the annual convention of the Associated Advertising Clubs of the World, to be held in Atlanta, Georgia, June 12 to 16. The train bearing the Chicago delegation will leave the Twelfth street station at 2 o'clock Saturday afternoon, June 11, arriving in Atlanta the following day at noon. The cost of the return trip, including tax, will be $43.29. Chicago headquarters in Atlanta will be at the Georgian Terrace hotel.

The tenth anniversary of the founding of the Chicago Club of Printing House Craftsmen will be celebrated on Saturday, May 21. International officers will be present and it is planned to make the occasion a gala one. The meeting will be held in one of the Loop hotels, to be announced later. Plenty of entertainment, souvenirs, music and a special dinner will feature the celebration.

Cecil Emery, formerly manager of the M. & L. Typesetting Company, and his brother, Paul R. Emery, last month bought the printing plant of Max B. Sheffer, Inc., 3654-66 Milwaukee avenue. The name of the company has been changed to The Emery Press.

Illinois Incorporations for April, 1921

The following firms were incorporated under the laws of Illinois during April:

Anderson Witte Engraving Co., 518 South Dearborn St., Chicago; capital, $5,000; general engraving, printing, manufacturing, stationery and embossing business; incorporators, Hugo H. Witte, Paul Anderson, Andrew F. Anderson; correspondent, Philip R. Fraser, 307-308 Ashland Block.

The Rohan Printing and Publishing Co., 120 S. State St., Chicago; capital, $50,000; publishing and printing business; incorporators, J. R. Rosenheim, J. A. Rohan, J. R. Howe, W. P. Stuart; correspondent, A. M. Leeser, 110 S. Dearborn St.

Olsen Schoen, Inc., 326 River St., Chicago; capital, 250 shares, no par value; advertising and printing business; incorporators, Hilmer C. Olsen, Edward L. Schoen, Henry M. Schoen; correspondent, Charles S. Jackson, room 505, 145 N. Clark St.

National Thrift Corporation, 31 West Lake St., Chicago; capital, $25,000; general advertising business, printing; incorporators, Fred J. Wegg, Eberhard P. Deutsch, Barre Blumenthal; correspondent, Barre Blumenthal, 1613 Corn Exchange Bank Building, Chicago.

Illinois Bindery Service, Inc., 58 West Washington St., Chicago; capital, $2,500; general binding service; incorporators, Philip Reinauer, Regina Reinauer, Emma Reinauer; correspondent, Morris A. Weinberg, 111 West Monroe St.

H. E. Remington Advertising Company, 327 South LaSalle street, Chicago. Capital, $50,000 and 2,500 shares, no par value. General advertising, publishing and printing business. Incorporators: H. E. Remington, J. V. Gilmour, R. T. Head, Geo. M. Brasch and W. E. Babb. Correspondent: Harley E. Remington, 327 South LaSalle street.

The Slavik Printing Company has moved to its new building, 914-918 West Ohio street. The concern is prepared to do commercial, catalog and publication printing. Equipment including four Miehle presses, two Intertype machines, an Elrod slug caster, a Ludlow Typograph and complete bindery equipment has been installed. R. A. Slavik is president of the company and C. E. Duval, formerly secretary of the Rogers and Hall Company, is secretary. William Pfeifer, formerly superintendent of the Rogers and Hall plant, is superintendent. The new telephone number of the company is Monroe 6506.

A. G. Burton & Sons' Company, formerly located at 118 South Clinton street, has leased for a term of years, at a total rental of $9,000, the third floor of the building at 218 North Jefferson street, containing 5,000 square feet of floor space. The company manufactures bookbinders' and printers' machinery.

The Robert E. Hicks Corporation, 443 South Dearborn street, has purchased the printing plant of the Atoz Printing Corporation at South Whitley, Ind. The Hicks company publishes the *Specialty Salesman.* The new plant of the company is fully equipped to handle publication work and is valued at $100,000.

The Enterprise Typesetting Company is the name of a new trade composition plant started at 127 North Wells street by J. B. Emigh and E. C. Kiser. Both men were formerly with F. S. Morris, 117 North Wells street.

James T. Igoe, of the James T. Igoe Company, was re-elected City Clerk of Chicago at the election held Tuesday, April 5. Mr. Igoe was unopposed, no other candidate caring to test his strength against him.

The Frank C. Drake Company, ink manufacturers, moved May 1 to its own three-story building at 1445 Larrabee street. The old address of the company was 501 Plymouth court.

One man was injured and damage amounting to $2,000, caused by an explosion April 1 in the factory of the American Printing Ink Company at 2324 Kinzie street.

The Dearborn Press is moving from 711 South Dearborn street to 118 South Clinton street. Osborn Company, 711 South Dearborn street, is also moving to the same location.

M. J. Helmer, for nine years with the Hyde Park Printing Company, has purchased the plant of the late A. B. Schultz, 9027 Commercial avenue, South Chicago.

An elementary course in Journalism and Printing has been created in District No. 75 by the school board of Evanston.

The Corporation Supply Company is moving from 117 North Wells street to 102 North Wells street.

A. R. Arkin & Company are moving their pressroom from 732 Federal street to 422 South Wabash avenue.

ECONOMY PRODUCTS
BETTER MATERIAL AT LESS COST
2 TO 12 POINT, MADE FROM LINOTYPE METAL
LEADS
EQUAL TO THE BEST FOUNDRY MATERIAL
SLUGS AND RULE BORDERS
Sales Agents for
MARGACH AUTOMATIC METAL FEEDERS
Rouse Composing Room Tools
Laclede Saws and Remelt Furnaces
Riebe Quoins and Quoin Keys
Economy Products Co.
66 W. Harrison Street CHICAGO
Phone Harrison 6561

Members of The Original Sick Print-Shop Cast

Front row, left to right: E. J. McCarthy (A Klose Buyer); T. S. Quin (Tom Peabody); Marion S. Burnett (Jim Wetmore); R. B. Nelson (Dr. Mendahl Leaks). Rear row: William Sleepeck (Will I Save Cash); E. E. Laxman (stage manager); F. W. Randolph (Mr. X-Ray); James H. Rook (D. Lux Customer).

IN APPRECIATION of what members of the cast of "The Sick Print Shop" did for the printing industry of Milwaukee when the play was presented in that city on February 17, the Milwaukee Typothetae has presented the Franklin-Typothetae of Chicago with the silver loving cup shown on this page. The cup is engraved with the names of members of the cast. It was presented to the Chicago organization at the Annual Ladies' Night in the Gold Room of the Congress Hotel, March 12, by Oscar Loewenbach, chairman of the Milwaukee Typothetae entertainment committee. In his presentation speech, Mr. Lowenbach said:

Mr. Chairman, Ladies and Gentlemen:

I bring you greetings from the Milwaukee Typothetae. The Milwaukee Typothetae is a snappy, persevering, persistent and grateful organization, and on account of its gratefulness, Mr. Fuhry, my sidekick, and myself are here tonight.

There are times in our lives when one gets in contact with real men; big men as a rule are unselfish and self-sacrificing. Such men have little thought for themselves, but think of others who need help and uplifting.

I believe there are many of that type in Chicago, the city of inspiration. Look at the big things that Chicago's men, and if you please, good women have accomplished; that Chicago is a world beater cannot be denied.

The men particularly in my mind tonight, for whose object I am here, will please rise as I call their names:

F. W. Randolph, Thomas S. Quin, Marion S. Burnett, E. J. McCarthy, R. B. Nelson, James H. Rook, Wm. H. Sleepeck.

Gentlemen, I present you, in the name of the Milwaukee Typothetae, a loving cup, a gift of our highest and lasting appreciation. It will always be a remembrance for the part you took and the success you helped us accomplish in promoting further the education among Milwaukee printers, and the part you played in "The Sick Print Shop," February 17, 1921, at the Pabst Theatre.

May this cup always remind you of the good you have done to Milwaukee printerdom.

Let the good work go on, for I feel confident that while the printing industry is now in the sixth place of all industries, the United Typothetae, with its many locals, will soon move it up notch by notch until some day it will proudly takes it rightful *first* place.

Mr. Quin and Mr. Burnett (that is, Messrs. Peabody and Wetmore), I give this cup into your keeping. We'll let you gentlemen decide where it should be placed, either in the Franklin-Typothetae rooms or in the offices of the National organization. I thank you.

The following delegates and alternates to the annual convention of the International Association of Printing House Craftsmen to be held in Chicago in July were elected at the April meeting of the Chicago Club: Delegates, E. J. McCarthy, August Robrahn, Chris Olson, W. P. Schmidt and Carl Roth. Alternates, H. A. Sackett, E. L. Wilson, Al Kirchner, Ernest Dittman and Frank Kurth.

J. E. O'Connor, formerly secretary and treasurer of the George Seton Thompson Company, direct mail advertising, has become general manager of the Murray Printing Company, 701 South La Salle street.

Donald F. Praether has resigned his connection with the Jahn & Ollier Engraving Company and is now with the sales department of the Magill-Weinsheimer Company.

F. A. Knipschild, formerly with the Franklin Company as vice-president and general manager, has purchased the plant of Ross & Company, 448 North Wells street.

NEW TYPE!

GOOD, clean printing is produced only from new type. Your customers want high-class work—we know this because you send the composition to our plant. But, in what condition is the type in your cases? Stock your composing room with brand new first-class material from our non-distribution department; maintain the quality and cut the cost.

Continuous Day and Night Service
for Composition, Makeup and
Non-Distribution

KERR-WHITMIRE
TYPESETTING COMPANY

732 Sherman St., Chicago **Phone Wabash 7192-3-4**

E. F. HAMM, President
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DANIEL BOYLE, Treasurer
W. K. TEWS, General Secretary

THE FRANKLIN-TYPOTHETAE OF CHICAGO

FIFTH FLOOR 536-538 S. DEARBORN STREET

TELEPHONE HARRISON 6392

COMPRISING: FRANKLIN DIVISION, TYPOTHETAE DIVISION, MACHINE COMPOSITION DIVISION
BLANK BOOK, LOOSE LEAF AND RULERS DIVISION

PRINTING TRADES CREDIT ASSOCIATION: C. I. KAGEY, Secretary

Cantrell Made Labor Commissioner

HARRY G. CANTRELL has been appointed labor commissioner for the Franklin Division of the Franklin-Typothetae of Chicago. Together with Mr. Cantrell's appointment comes the announcement of the formation of a Bureau of Industrial Relations to handle labor problems of the Franklin Division. Mr. Cantrell had been office manager of the Chicago Franklin-Typothetae for almost a year, during which time he had gradually come to assume the duties of labor commissioner, including the management of an improvised employment bureau. During the last three months he has been active in the wage negotiations between the closed shops of the local organization and the unions. His ability, as shown during these negotiations, is responsible for his appointment to his new position, which carries with it greatly increased responsibilities and a more remunerative salary.

HARRY G. CANTRELL

The formation of an Industrial Relations Bureau had been under consideration by the Chicago organization for several years. Its formation was decided upon over a year ago, when provision was made in the increased budget to carry on the work. The bureau was not opened sooner because of the inability of the executive council to find a man suited to the job. Its selection of Mr. Cantrell is a happy one, and it is certain that the department, under his care, will become of great importance. An Industrial Relations Bureau has been one of the outstanding necessities in local association work. The number of members, the size of their combined pay rolls, the importance of keeping track of workmen and apprentices and the large number of applicants for work, which now come to the Chicago office make it certain that the new bureau will prove to be one of first importance in the local work.

Chicago Printers "Sold"

GOT the surprise of your life, didn't you? Well, you did if you attended the April meeting of the Franklin-Typothetae of Chicago, held April 21, at the Auditorium hotel. Those Chicago printers who did not attend are laughing at those who did and with a scornful look are saying, "They couldn't have fooled *me*." But then there is no way of proving it and the argument ends right there. All of which brings us to Monsieur Leon Dubonaire, the "noted journalist from Paris, France," who, after indicting American newspapers, American drama, American movies and everything else worth indicting, turned out to be none other than our old friend, Prof. H. G. Hawn of New York City, who spoke to Chicago printers at their annual banquet held but a month previous. Prof. Hawn's mimicry of a Frenchman was so well done that when Harlo R. Grant of Grants' printery (who happened to be in the hoax) arose to protest, he was in danger of his life. The likelihood of Mr. Grant's sudden demise was lessened, however, when Monsieur Dubonaire became Prof. Hawn by the simple process of removing his disguise. The joke was one of the best ever played on unsuspecting Chicago printers—printers who should have known better because of their contact with joking printing buyers, if you understand the inference.

Joseph A. Borden of the American Writing Paper Company was the other speaker.

Going to Move? Then you'd better get someone who knows how to handle your equipment. You can't afford to take risks by hiring inexperienced men for the job. Machines used in the printing trade won't stand abuse, and when you have to lose time because of damage, besides the cost of repairs, it's a little too late to try to justify it.

WE ARE SPECIALISTS—HAVING MOVED SOME OF THE LARGEST PLANTS IN THE CITY

PRINTERS' MACHINE WORKS *Phone Main 1339* **130-132 S. Clinton St., Chicago**

United States at Large

Twenty-two New York employing bookbinders have announced that their plants will be operated on the open shop basis in the future. These plants include:

The American Book Bindery, D. S. Brassil Bindery, Thos. Russel & Son, Haromon & Irwin, Inc., Robert Rutter & Son, Inc., J. J. Little & Ives Co., E. C. Lewis Co., J. F. Taply Co., Braunworth & Co., H. Wolff Estate, Knickerbocker Bindery, Van Rees Bookbinding Corp., George McKibbon & Son, Chas. H. Bohn & Co., Quinn & Boden Co., Grady Bookbinding Co., James McDonald, Butler Ward Co., J. C. Valentine Co., McNamee Bookbinding Co., Benziger Brothers, Hudson Bindery.

The Allekiski Division of the Pittsburgh, Pa., Typothetae was formed last month at Tarentum, Pa. The division takes in the cities of Leechburg, Apollo, Tarentum, Springdale, Verona, Oakmont, Vandergrift, New Kensington, Kittanning, Sharpsburg, Millvale and Freeport. Officers elected were: C. P. Howe, News Printing Company, president; O. C. Craig, Telegram Printing & Publishing Company, secretary; E. S. R. Peay, Dispatch Printing Company, treasurer, and E. E. Daugherty, chairman of the membership committee. Meetings will be held the first and third Fridays of each month.

A permanent injunction restraining Typographical and Printing Pressmens' unions from interfering with the Phelps Publishing Company of Springfield, Mass., was issued last month by the Supreme Court. The trouble started as the result of a demand for $40 a week by the Typographical union. The strike affected job and book concerns in and around Springfield. The decree overruled the exceptions of the defendent unions and confirmed the report of a special master on questions of fact.

An advanced estimators' club, which meets weekly at the headquarters of the Ben Franklin Club, has been formed in St. Louis. This club is a departure from the regular class in estimating conducted by the St. Louis association, and is made up entirely of expert estimators. There are several such clubs now in existence, chief among which are those at Columbus and Indianapolis. Plans for a similar organization in the Franklin-Typothetae of Chicago are now being made.

A new Typothetae organization in the Third District, comprising the cities of Scranton, Wilkes-Barre, Pittston, Nanticoke, Plymouth, White Haven, Jermyn, Carbondale and Hazelton, Pennsylvania, was formed last month by Field Secretary J. O. Adams. The organization is known as the Anthracite Typothetae and has a budget of over $11,000. W. J. Pattison, of the Scranton Republican Printery, Scranton, Pa., has been elected president.

A feature of the course in printing at the Carnegie Institute of Technology, Pittsburgh, Pa., has been the inauguration of inspection trips through various printing plants and factories in and around Pittsburgh. The first of these was made April 11 when the student body visited the factory of the Miller Saw Trimmer Company.

The Brotherhood Publishing Company, Inc., of Bridgeport, Conn., is perfecting plans for the erection of a building at the corner of Cherry and Auburn streets, that city, to house its new plant. *Testveriseg*, a Hungarian weekly, formerly published in New York, will be published in the plant as soon as completed. The company will specialize in foreign-language commercial printing. The equipment will include a Model C Intertype.

Judge Morris A. Soper, arbitrater chosen to decide the percentage of wage decreases for members of Baltimore Pressmen's and Assistants' Union No. 61, has decided that economic conditions warrant a ten per cent reduction in wages in each occupation. The award is retroactive to March 1. The new rates are. Cylinder pressmen, $37.84; job pressmen, $27.16; apprentice pressmen, $29.11, and cylinder feeders, $29.11.

Repeal of the excess profits tax, exemption from the payment of income tax for citizens in foreign countries, decentralization of administration of federal taxation, a budget system for national expenditures, refunding of the war debt, and a revision of the present stamp tax law, were recommended in a recent report of the U. T. A. committee on taxation.

A joint resolution providing that the printing equipment of the state of Iowa be moved to Anamosa from Des Moines, to be used as the nucleus for a future state printing plant, was indefinitely postponed last month by the state senate. Another resolution providing for the printing of several thousand railroad maps for use by state solons was also killed.

M. O. Dawes and M. R. Carlton of the Moline Plow Company publicity and printing department, Moline, Ill., have severed their connections with that company to start a printing plant in the McKinney building, Rock Island. A modern plant has been installed which will turn out work equal to any of that of the tri-cities.

British employing printers, led by G. Eaton Hart, left London late last month for a visit to the United States. Plants, machine shops and trade appliances generally will be studied in the cities of New York, Boston, Chicago, Philadelphia, Washington and Detroit. The journey will take eight weeks.

All cities in New Jersey between Camden and Cape May have been organized into what is known as the West Jersey Typothetae. A budget of more than $8,000 has been raised. William H. Chow, 37-39 North Third street, Camden, has been elected president, and James C. Idler, Brooks and Idler, Atlantic City, treasurer.

John C. Barclay and David F. Barclay have sold their interests in the Lithotype Company at Elgin, Ill., to George Stahl and Joseph Schmidt, of Chicago. The Barclay brothers have been in the photo-engraving business in Elgin for twenty years. The old name will be retained by the new owners.

Secretary Edward T. Miller of the United Typothetae of America has been made a member of the American Society of Industrial Engineers. He addressed the annual convention of the organization held in Milwaukee April 27 to 29 on the subject "The Qualities of the Industrial Leader."

Headquarters of the Columbus Typothetae have been moved to 319-22 Clinton building, 8 East Chestnut street, Columbus, Ohio.

Ritterband, Reed & Co., Inc., has moved from 54-60 Lafayette street, New York city, to 203-213 East Twelfth street, New York city. The company now has twice its former floor space. Mr. Ritterband, president of the company, is treasurer of the New York Employing Printers' Association.

The United Typothetae of America will have an exhibit at Chicago Graphic Arts Exposition July 23 to 30. The following departments will be represented: Field operations, education, advertising, industrial relations, research and specialized branches.

Norman T. A. Munder, of Baltimore, spoke to students of the Carnegie Institute School of Printing, Pittsburgh, Pa., on Tuesday afternoon, April 19. In the evening of the same day he addressed members of the Typothetae of Pittsburgh.

A move has been made by printers to have the long price list adopted in the following cities: Buffalo, Columbus, Milwaukee, Minneapolis, St. Paul, Duluth, Toronto, Montreal, Ottawa, Quebec and Albany.

An attempt to break into the warehouse of W. M. Pringle & Co., paper dealers, located at Howard and Crosby street, New York city, was frustrated recently by L. H. Bogart, secretary of the company.

Cost installations in western Ontario were started last month by Cost Accountant F. E. Bittdorf under direction of the Western Ontario Typothetae, with headquarters in Guelph, Ontario.

E. J. Barrett, formerly a printer on the *Daily News* of Marshfield, Ore., last month fell heir to $152,000 as his share of his father's estate, which has just been settled in Brooklyn, N. Y.

Louis Warshaw, Albany, N. Y., printer, has purchased the building at 163-65 Madison avenue, that city. His plant occupies a portion of the building. Extensive improvements are planned.

L. H. Sanzbacher, president of the Toledo Typothetae, has been elected to the position of executive committeeman of the Seventh District Typothetae, succeeding Allen Collier, resigned.

The Washington Press, 190 William street, New York city, is making numerous additions of equipment, including a new Babcock Pony No. 2 cylinder press.

D. W. Kemble, 2981 Poplar street, Erie, Pa., has been appointed secretary of the Erie Typothetae, succeeding H. J. Fries, who has resigned.

Commercial printers of Oklahoma will meet in El Reno, Oklahoma, May 13 and 14, in conjunction with the State Press Association.

J. Walter Russell has been elected secretary of the Des Moines Typothetae, with headquarters at 519 Polk building, Des Moines, Iowa.

Corporation papers were issued April 6 to the Ottawa Printing Company of Ottawa, Ill. The company, which is a new one, is capitalized for $30,000.

Arthur W. Dennis, secretary-treasurer of the Jacksonville, Fla., Typothetae, has resigned. No successor has been chosen as yet.

Employing printers of St. Louis have started an advertising campaign for 3,000 men and women without union affiliation who are skilled in the various branches of the printing and binding trades, to take positions May 2, and the St. Louis Typographical Union No. 8 is advising printers in advertisements "not to be misled by promises of employment May 2," as there are a sufficient number of craftsmen in St. Louis to handle the situation.

The advertisements indicate that the employers and workmen are preparing for a test of strength May 1, when the Typographical Union will attempt to put in force the 44-hour week.

R. T. Deacon, president of the St. Louis Typothetae, declined to discuss the purpose of the advertisement for 3,000 workers, other than to state that employment would be available for all applicants. Neither would Charles Hertenstein, president of Typographical Union No. 8, discuss the advertisement being run by his organization.

It is known that the employers are seeking, through their advertisement, to ascertain the number of non-union printing trades workers available in case of failure to reach an agreement with the unions by May 1, and that the union advertisement is to keep printers out of employment from coming to St. Louis at this time.

Publishers of trade publications, who are among the largest buyers of printing in St. Louis, have addressed a letter to the employing printers and Typographical Union, stating that the buyers of printing have rights that should be considered and respected in the controversy between employer and employe on the question of hours, and requesting that conferences looking to an adjustment of the difficulty without a strike be continued by the representatives of both sides.

Members of the St. Louis Chamber of Commerce delegation, which returned from an "acquaintance" trip through Mexico, on April 18, are unanimous in their opinion that the country possesses natural resources which, when efficiently developed, will place Mexico in the front ranks of the commercial nations of the earth. The tourists, in addition to visiting the City of Mexico, where they were welcomed by President Obregon, with a banquet and a reception, also stopped in Monterey, San Luis Potosi, Queretaro, Guadalajara and Cuernavaca and lesser towns. Among the tourists were Con P. Curran, president of the Con P. Curran Printing Co., and Sol. W. Gross, general sales manager of the company, and E. L. Skinner, sales manager of the Buxton & Skinner Printing and Stationery Co.

The first organization of employing printers in southern Idaho was formed in Nampa last month, under the name of the First District Employing Printers' League. Officers elected are: L. A. York, president; R. W. Jefferson, vice-president; J. H. Gibson, vice-president; N. Jeness, vice-president, and O. E. Strawn, secretary-treasurer.

And now comes the bad news! Ontario has gone dry and Toronto with it. And 'tis said, mark you, that the moisture prevalent in Toronto was the deciding factor which will make that city the scene of the 1921

U. T. A. convention. Perhaps we're wrong — we hope we are — but if this is the case, several thousand printers will be greatly disappointed. However, no great falling off in delegates is expected, since Toronto offers many other inducements. And you who like your little nip, cheerio. Remember St. Louis! It wasn't dry e'en though it is located in the center of the arid of the arid.

According to the chairman of the Employing Printers' Association of Salt Lake City, Utah, the union printing houses of that city have sent out an announcement to union employes that "on and after May 1, 1921, this institution will be conducted on the American Plan." The announcement includes a statement that "no changes are contemplated in hours or wages so long as present living conditions exist" and asks that the employes "select a committee from among themselves to advise with the management and help formulate shop rules and conditions."

New Orleans Typothetae has started a direct-by-mail advertising campaign in the interests of its members. A number of mailing pieces called "Lettertisements" have been prepared and are being mailed to the business men of New Orleans and surrounding cities. These take the form of four-page folders, setting forth the advantage of dealing with Typothetae printers, and telling of the need for more direct-by-mail advertising. Henry M. Ellis, secretary-manager of the New Orleans Typothetae, reports the campaign is bringing results.

Ben C. Pittsford, president of "The Advertising Typographers of America," has announced the appointment of Montague Lee to the office of first vice-president of that organization. The position had become vacant through the resignation of the former incumbent. Mr. Lee is connected with the Lincoln Press, 265 W. Thirty-sixth street, New York. He is an active member of the Advertising Composition Group of the New York Employing Printers' Association.

The Ambrose Printing Company, Nashville, Tenn., has purchased the business of the Davie Printing Company of that city, and will continue to operate under the latter name.

The first annual conference of the Third District, International Trade Composition Association, was held on April 22 and 23 at the Hotel Muehlebach, Kansas City. Friday, the 22nd, was devoted to business. On Saturday the members inspected the trade composition plants of Kansas City. E. J. McCarthy of Chicago, president of the International Trade Composition Association, urged the members to "get together," in an admirable address. Frank M. Sherman, secretary of the association, told the gathering "What We Are Doing." Charles F. Goodfriend of New York gave an address, "Advance Through Association." L. Garand, chairman of the cost and price list committee, spoke on "Costs and Price Lists." Lawrence E. Smith, a member of the finance committee from Kansas City, and Charles E. Phelps, a member of the promotion committee from Minneapolis, spoke on sales methods.

James J. Vance, lately with the Cleveland Folder Co., Cleveland, Ohio, has been appointed manager of the National Label Co. of Cincinnati, effective May 1. Mr. Vance was for a long time secretary of the Cincinnati Franklin Typothetae.

Frank J. Wolf has acquired a half interest in the Colorado Herald Publishing Company of Denver, Colo. During the last five years Mr. Wolf has been with the Welch-Haffner Printing Company of that city.

The Printers' Appraisal Agency, Chicago, reports it has just completed an unusually good year. The company is now appraising the plant of the Henry O. Shepard Company, Chicago, and will make a number of appraisals in Grand Rapids and other Michigan cities this month.

Plans have been completed for the erection of a $35,000 building in Denver, Colo., to house the Modern Print Shop of that city. C. M. Stafford is proprietor.

H. J. Syms, formerly of the Syms-York Company of Boise, Idaho, has purchased the Lewiston Stationery & Printing Company, Lewiston, Idaho.

The International Trade Composition Association now has a membership of 320 plants. A year ago it had but 135.

Offices of the Tri-City Manufacturing Printers' Association have been moved to 1517 Second avenue, Rock Island, Illinois.

R. H. Colville, 911 Commerce street, Dallas, Texas, has been elected president of the Dallas Typothetae.

R. B. Jarvis has succeeded his father, J. J. Jarvis, as head of the Jarvis Engraving Company, Wheeling, W. Va.

Perfect Register, Easily and Quickly Attained—Surely Retained!

The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System

goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

Are you worrying along with a fifty per cent system? Reasons why the Warnock plate-mounting devices are superior to all others are given in a comprehensive book, "Foundation Blocks of Good Printing," sent free upon request to

THE PRINTING MACHINERY CO. 505 Fisher Bldg. CHICAGO — Main Office and Factory 412 East Sixth Street CINCINNATI, OHIO — 45 W. 34th St. NEW YORK

NEWS FROM

MINNEAPOLIS AND THE NORTHWEST

Gathered by MINNEAPOLIS TYPOTHETAE, 304 New York Life Bldg.

H. S. HODGES, Executive Secretary

Interest in the printing industry of the southeast portion of Minnesota, comprising the First District Ben Franklin Club, will be centered on Austin, Minnesota, May 27 and 28, when 125 printers and their families will meet there for the spring meeting of the Ben Franklin Club.

The first district comprises Freeborn, Mower, Fillmore, Houston, Winona, Wabash, Olmstead, Dodge, Steele and Waseca counties.

Mrs. W. P. Kirkwood of St. Paul, special writer for the twin city papers and former feature writer on the Chicago *Tribune*, will appear on the program. Dr. C. A. Prosser, head of Dunwoody Institute of Minneapolis may also speak, if tentative plans now under consideration culminate. John Skinner, of the Austin *Daily Herald*, will act as toastmaster at the Friday night session, which is planned to be held at the Oakdale farm at Blooming Prairie in accordance with an invitation from R. J. Thomson, owner. A two-reel film depicting the manufacture of paper and a four-reel film showing the products of the Miller Saw Trimmer Company in action will be a part of the program.

Present plans call for a banquet at 5:30 o'clock May 27, followed by a trip over the Oak Dale Trail to Oakdale farm for the evening program.

Members of the Northeastern Iowa Ben Franklin Club have been invited to attend the session, and with good weather and the Oak Dale Trail in first class shape, a record attendance is expected. Discussion of important topics confronting the printers and an exchange of ideas will take up the printers' time when not sight-seeing, banqueting or listening to some of the speakers who are scheduled for the meeting.

Fire, April 5, starting in the basement of the Northern Display advertising Company, 406 Eighth avenue, Minneapolis, caused damage estimated at $300,000, a great part of which was sustained by printers and printers' supply houses. The Northern Display Advertising Company suffered damage of $125,000; Ault & Wiborg Company, $25,000; Samuel T. Bingham Company, printers' rollers, $40,000; General Printing Company, $5,000, and K. C. Holter Publishing Company, $5,000.

In no city, perhaps, has the 44-hour week aroused more interest than in Minneapolis. Employers are determined not to grant the shorter week while the unions are equally as determined on the other side of the controversy.

Minneapolis Typographical Union No. 42, representing the printing trade unions of that city, has taken the stand that the 44-hour week is a settled question and that the standard union contract under which employing printers have been working cannot be terminated. In other words the unions hold that their contract is perpetual. The employers take the position that the 48-hour week is to continue in the industry and that contracts under which they have been operating are cancelled upon 60 days' notice. Such notice was given March 29. The employers hold that the position of the unions in asserting that their contracts are perpetual is an untenable one, that such a contract would be illegal and that no such interpretation was intended to be placed on the clauses of the contract from which it was drawn. Considerable correspondence has passed between the Minneapolis Typothetae and No. 42 on the subject. On March 29, Minneapolis Typographical Union No. 42 wrote Minneapolis Typothetae asking for a new agreement and contract, in accordance with provisions of the previous contract which states:

"Witnesseth. That both parties to this contract agree that the provisions herein contained shall be operative from June 1, 1919 to June 1, 1921, and this contract shall renew itself automatically each expiration date for an additional one-year term, provided neither party to this agreement serves notice on the other party that a new agreement and contract is desired. The time for such notifications shall be not later than April 1st, each year, when negotiations shall immediately be taken up and adjustments made in accordance with provisions of the Arbitration Agreement should conference and conciliation fail to bring about a new agreement."

This request was refused by the Typothetae the same day. The reply of the employers' association says: ". . . Minneapolis Typothetae will be unable to continue or renew the present contract with your organization under which it is now operating and which expires June 1, 1921. It is intended that such contract, dated June 1, 1919, shall be regarded on June 1, 1921, as entirely ended and no part of it any longer effective."

No. 42 immediately claimed that the position of the employers was in violation of contract, which, according to No. 42, "constitutes an agreement under which but two courses are possible, one being to permit automatic renewal in default of notice, the other to serve notice that a new contract is desired. The claim that the employers possess the right to terminate or end the contract is disputed, no such right being conveyed by any of the terms of the agreement, and more particularly is this true of Section 1, Page 11, of the contract which now, by act of the employers, has become operative, because any notice whatsoever must be construed, under the terms of the contract, as being notice of intention to negotiate." Minneapolis Typographical Union No. 42 demands arbitration of the question of the employers' right to repudiate or lay aside any part or all of the contract of June 1, 1919. Further, that Minneapolis Typographical Union No. 42 now proposes and demands the right to proceed in accordance with the sections pertaining to arbitration in the aforesaid contract. The reply of Minneapolis employers to this "demand" was made April 7 when the following communication was addressed to No. 42:

"As we understand your letter, its ultimate effect is that you interpret the contract of June 1, 1919, as perpetual; that never can it be ended except with the mutual consent of both parties who executed it; that it will be binding from generation to generation. We do not believe that was the intention of either of us when the contract was made nor do we think any such construction can reasonably be placed upon the terms of the contract including that portion which you have quoted in your letter of March 31st.

"Moreover, it seems entirely clear to us that the so-called arbitration provisions apply only so long as the contract or some renewal or extension of it is effective. As we have informed you, we do not care to proceed further under the contract of June 1, 1919, nor any extension or renewal of it. The conclusion is, therefore, obvious to us that the arbitration provisions—the contract being ended—cannot apply. We are clear also that the provisions requiring arbitration are not permitted under the law and are, therefore, ineffective.

"We cannot, therefore, recognize any right on your part to proceed under the contract of June 1, 1919, except during the period while it is still in force and effect, and we do not recognize any right on your part to demand any arbitration with reference to any condition which may exist after June 1, 1921, nor with reference to the execution of any new contract or whether any such new contract will be made."

Under date of April 8, No. 42 sent the following circular to Minneapolis employing printers, together with a copy of correspondence quoted above:

"We are enclosing a circular giving the communications sent by our organization and one received from the Minneapolis Typothetae. *Continued on page 63*

Is It Right To Neglect Any One Feature of Your Printing Plant?

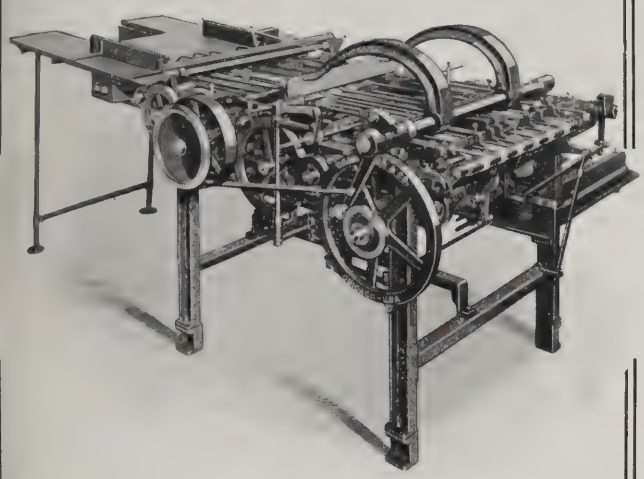
IS it business-like to wage economy on the most important part of your Printing Press—the ROLLERS?

CHICAGO ROLLERS have the *needed quality* to produce GOOD PRINTING. CHICAGO ROLLERS give expected and satisfactory service and make the business of printing a pleasure.

PHONES WABASH 1967 -- WABASH 2249

CHICAGO ROLLER COMPANY 554-600 West Harrison Street CHICAGO, ILLINOIS

ANDERSON
High Speed Job Folders
ARE EASY to FEED and OPERATE



Pushing the sheet in is by far the easiest and quickest way of feeding. It means more out-put with less effort. Think it over

C. F. ANDERSON & CO. 3225-31 Calumet Ave. CHICAGO

Push-Button Controlled Variable Speed Motors *for* Printing Machinery

No waste time in your printing plant with our push-button control. Our repeat orders more than emphasize this time-saving feature.

Descriptive Booklet gladly mailed on request.

Northwestern Electric Co.

408-416 South Hoyne Ave., Chicago, U. S. A.

Kansas City, Mo., 1924 Grand Ave.
Pittsburgh, Pa., 719 Liberty Ave.
Seattle, Wash., 524 First Ave. S.
New York, 1170 Broadway
Minneapolis, 8 N. Sixth St.
Toronto, 308 Tyrell Bldg. 95 King Street.

Monday Tuesday Wednesday Thursday *or any other day in the week---*

it makes no difference---every member of the Trade Composition Association of Chicago can place his plant at your disposal at once---many of them at night. All you need do is select a name from the following list and you'll get your work done as you want it done---on time and of A-1 quality. And they're all members of the Franklin Typothetae of Chicago!

A. R. Buckingham.....15 So. Market St.
Champlin & Co., Linotypers.....172 W. Washington St.
Chicago Typesetting Co....727 So. Dearborn St.
Empire Linotyping Co.....730 N. Franklin St.
Englewood Typesetting Co.....540 W. 63rd St.
Kerr-Whitmire Typesetting Co..732 Sherman St.
Kilgore Linotyping Co.....326 W. Madison St.
M. & L. Typesetting Co.....4001 E. Ravenswood Ave.
Mathews Typesetting Co.....626 Federal St.
Perfection Linotyping Co...720 So. Dearborn St.
Quality Typo Co.....542 So. Dearborn St.
S-K-H Typesetting Co.....149 W. Ohio St.
Smith-McCarthy Typesetting Co.....508 So. Dearborn St.
Standard Typesetting Co.....701 So. LaSalle St.
Superior Typesetting Co.....732 Federal St.
Trade-Shop, Typesetters.....218 So. Clark St.
Walden Typesetting Co....720 So. Dearborn St.
Woodlawn Typesetting Co.....1221 E. 63rd St.

They're members of the Trade Composition Association of Chicago, a branch of the Franklin-Typothetae—Guarantee enough!

DETROIT

W. C. Richards

William V. Parshall, of Reardon & Parshall Printing Company, and a member of the executive committee of the U. T. A., says:

"Employing printers in Detroit do not anticipate any trouble with labor May 1, but an organization has been perfected to take care of any emergency that may develop. The printers are opposed to any lessening of production and are determined to fight any attempt to reduce the number of hours in the work week."

More outspoken employers say there is little question that May 1 will usher in violent labor disturbances.

George Hebb, of Evans-Winter-Hebb; John Burkhardt, Burkhardt Bindery Company; A. A. Webster, manager of the Detroit branch of the American Type Foundry, and Thomas P. Henry, of the Henry Linotype Foundry, were Detroit visitors to the New York printing show at the Twelfth Regiment Armory, April 25 to 30.

G. L. Garand, of the Detroit Typesetting Company, who was one of the principal speakers at the conference of the third district of the International Composition Association in Kansas City the last week in April, will address the local Typothetae Association May 2 on "Composing Room Efficiency."

Cost of living figures sent the Typothetae-Franklin Association by the Department of Labor at Washington, show a food price decrease in Detroit of 25 per cent since February, 1920. Only two other cities—Memphis and Minneapolis—have had greater decreases.

Figures prepared by the statistical department of the Detroit Typothetae-Franklin show that during the quarter just closed small platen presses averaged 1,139 impressions an hour, large platens 877, Miller-fed platens 1,478, ponies 1,113, large cylinders 1,100.

Case Press has been reorganized under the name of the Peninsular Press, 2827 West Fort street, with these officers: President, Howard B. Lee; vice-president, Raymond K. Dykema; secretary and treasurer, Edward R. Legg; manager, C. K. Smeed.

Howard Flint, of the Flint Ink Company, analyzed inks and spoke of the suitability of certain kinds for certain grades of work in an address on "The Right Ink for the Job," before the Typothetae at its last meeting.

An effort is being made to book F. W. Randolph, Noble T. Praigg and J. W. Hastie, all of Chicago, as speakers for the June state convention of Michigan printers in Port Huron.

The printing department of the Standard Accident Insurance Company has been admitted to membership in the Typothetae-Franklin Association.

Seventy shop employes were furnished by the Typothetae Association in March to various printing companies here.

GRAND RAPIDS

The Furniture City Printing Co. has leased the south side of the second floor of the Braudy building. It will move into new location at an early date.

The company is one of the oldest Gordon shops in Grand Rapids, and has been located on the second floor of the building at the corner of Cresent and Monroe avenues for a number of years. The Braudy building is becoming a mecca for printing offices, as there is now located in that building the Mills & Broderick Printing Co., Patterson Printing Co., Knickerbocker Press and soon the Furniture City Printing Co.

Robert T. Logie, former Grand Rapids pressman and a son of the late Robert Logie, Sr., died suddenly in New York while on his way from Buenos Aires, Argentina, to this city.

Mr. Logie was considered an expert on newspaper color work, having supervised the first color supplement of one of the large Chicago dailies. For the past two years he had been mechanical director and superintendent of *La Nacion,* one of the largest South American newspapers. He is survived by his widow, one brother, Jerry Logie of Saginaw, and one sister, Mrs. E. L. Reckard of Mason.

John B. Hutchins of Carr-Hutchins-Anderson Company, is the new president of the Grand Rapids Advertising Club. Other officers named at the recent election, the results of which were announced last week, are: Vice-president, Raf F. Barnes of the Newspaper Engraving Company, and secretary-treasurer, A. E. Howell of the McLachlan Business University. Members of the executive board are Charles L. Merriman, Allen G. Miller and John N. Nind, Jr.

The following members of the Grand Rapids Printing House Craftsmen have been elected to attend the annual convention in Chicago as delegates: C. B. Waddell, H. Zeil, Lee Langden, C. M. Walsh, and George Madigan. Their alternates are: Leo Dunn, Walter Oliver, R. L. Griffin, Leonard Verseput, Bob Young.

The Mills & Broderick Printing Co. held its annual stockholders' meeting and elected officers for the ensuing year as follows: Edward Mills, president; John Klanderman, vice-president; Glen Broderick, secretary and treasurer. The company states that the last year was a very good one.

The Grand Rapids Club of Printing House Craftsmen is putting on a membership campaign and is accepting membership petitions from supply men, who will be eligible to become associate members, but cannot vote.

The Patterson Printing Co. has added C. C. Verity to its sales force. Mr. Verity has had considerable experience in the advertising line and is familiar with the ins and outs of the printing business.

James Sinke of the Serfling Sinke Co. has been elected Commissioner of the first ward of Grand Rapids. Mr. Sinke has entire charge of the printing department of the Serfling Sinke Co.

William Ginsburg, proprietor of the Globe Printing Company, recently went to Lima, Ohio, to look over some printing equipment that he expects to purchase.

William Muir of the Seymour & Muir Printing Co., Grand Rapids, who has been in Florida for the past six weeks, has returned home and is back at the office.

C. C. Cargill, president and general manager of the Cargill plant of Grand Rapids, who has been in Florida for several weeks, has returned home.

The Whitaker Paper Co. of Detroit, Michigan, has placed Edward St. Claire to represent it in this territory to succeed Hale Ellsworth, who left recently.

THE UNION PAPER & TWINE COMPANY DETROIT

RADIUM BOND
(WATERMARKED)

A rag-fibre bond of quality at a reasonable price. It has the crisp crackle and strength so noticeable among the high-priced bonds.

It has a distinctive cockle finish that makes attractive letterheads and business stationery. Has perfect printing and lithographing qualities.

Carried in stock in white from Substance No. 13 to No. 24.

WE ARE MICHIGAN DISTRIBUTORS FOR
The West Virginia Pulp & Paper Company's
"MILL PRICE LIST" PAPERS

CLEVELAND

Journeymen printers and their employers in Cleveland are dead-locked over the proposed 44-hour week agreement. Negotiations looking to some agreement under the demands of the printers have been pending some time, representatives of the printers and Master Printers' Association having held several conferences without definite results.

The question of wages is not being considered. This will come up subsequent to a determination of the 44-hour problem. The existing wage agreement between the employers and printers expired May 1. A strike is predicted over the 44-hour deadlock unless some agreement is reached.

Cleveland Typographical Union No. 53 has about 1,050 active members. Of these 500 are employed on newspapers, the remainder being job office workers. According to J. J. Hoban, president of the union, 62 per cent of the job establishments are "union label" offices, while 85 per cent of the job printing concerns are union shops, the remainder being "open shops."

The newspaper scale is $49.50 for night Linotype operators and $45 for day operators, this not including "bonus men." The present so-called scale is a voluntary wage paid by the Cleveland *Plain Dealer*, *Press*, *News* and *News-Leader* and other dailies, the original scale signed four years ago for five years calling for wage of $30 and $33. Increased living costs and other expenses induced newspaper publishers to gradually advance the wage payments to the existing basis.

The original scale agreement expires next May, 1922. Job Linotype operators are paid a similar wage—a flat scale.

The demand for 44-hours a week includes pressmen, feeders and other mechanical workers around job offices.

Work is none too plentiful now in Cleveland printing establishments, although conditions have improved over those of several months ago.

Construction work on the $1,000,000 Penton building, to be occupied by the Penton Press and all its affiliated printing and publishing interests, has been stopped. This building, when completed, will be the most up-to-date printing structure in Cleveland.

Art E. Krantz, 26, former secretary of the Stearns Printing Company, 435 Caxton building, Cleveland, has been elected president of the company, which was recently reorganized. E. J. Stearns, former president, died. H. E. Caldwell is the new secretary-treasurer. Mr. Krantz left high school before graduation to learn wood pattern making, and later became a shipping clerk with the Evangelical Publishing Company, becoming a salesman after 18 months' service, remaining with this house until he went to the Stearns concern. He saw military service during the war.

Federal Judge Sater, in Columbus, appointed George W. Wisner receiver for the Hartje Paper Manufacturing Company, of West Virginia, with offices in Steubenville, Ohio. The appointment was made on petition of William J. Alexander, of Steubenville, who alleged more than $5,000 was due him on account. The petition alleged the company is indebted on notes and accounts for over $1,000,000.

Joseph Garreton, managing editor of the Cincinnati *Times-Star*, has been elected president of the Cuvier Press Club of the Queen City for the third time, and Harry W. Brown, editor and publisher of the *Commercial Tribune*, is second vice president.

The Pomeroy *Tribune-Telegraph* has installed a Cox duplex perfecting printing press with an hourly capacity of 3,000 copies for a 7-column 8-page paper. Typesetting is done with a battery of three Linotypes.

The Appreciation Publishing Company, with $20,000 capital, has been incorporated under Ohio laws to do business in Akron, Ohio. The incorporators include P. Sumner and C. Nutter.

The Cincinnati Printing Ink Company, of Cincinnati, has been incorporated with $20,000 capital—N. Propel and C. W. Mackenbach being among the incorporators.

The Circular Addressing and Mailing Company, of Cincinnati, has been incorporated with $5,000 capital, H. H. Etterer and E. J. Etterer being among the incorporators.

E. R. Smith has been forced by ill health to retire from the ownership of the Newton Falls, Ohio, *Herald*, W. G. Bate being the new owner.

The Cleveland Federationist Company, April 15, assumed charge of the Cleveland *Federationist*, a weekly labor paper, edited for several years by the late Max Goldsmith, one of the city's best known labor leaders. The new company was recently capitalized at $10,000, I. Goldsmith, brother of Max, becoming editor and vice president, while Thomas P. Farrell, city commissioner of public utilities, is president, and D. M. Bader, secretary-treasurer. Farrell was formerly a union worker and rose from the ranks to a position in the mayor's cabinet.

A club of Printing House Craftsmen was organized in Columbus on April 9 at which time Frank Gross of the Southard Novelty Company was elected president; F. A. Marbach of the Lawrence Press Company was elected vice-president; Mr. Galloway of the American Publishing Company was elected secretary, and Mr. Weinrich of the Franklin Printing Company elected treasurer.

Owners of Findlay, Ohio, printing shops —three in number—April 11, announced they would not accept the 44-hour a week program scheduled to go into effect May 1. Two of the offices will become open shops, while it is stated the third will suspend operations unless some modification of present demands are made.

The Columbian County, Ohio, Employing Printers' Association, at East Liverpool, has announced its opposition to the 44-hour agreement, favoring a continuation of the 48-hour schedule. Job printing plants in East Liverpool, Wellsville, East Palestine, Salem, Lisbon and Leetonia are identified with the association.

As part of their campaign to defeat the introduction of the 44-hour week in Cincinnati, employers of that city have formed the Employing Printers' Electrotype Company, incorporated last month for $50,000 by C. M. Leslie, C. M. Smith, D. M. Bernard, A. A. Rendigs, Jr., and D. P. Schorr.

The Cincinnati Typesetting Company moved last month from 120-122 East Eighth street to 436 Pioneer street, Cincinnati. The telephone number remains the same—Canal 2767.

The Feicke Printing Company, Cincinnati, is moving to the new Kruse & Bahlmann building on Pioneer street, that city.

The school of printing to be conducted by the Columbus Typothetae will start May 2. Henry Lynn is the instructor.

Bermingham & Prosser Company
PAPERS
KALAMAZOO, MICHIGAN
501 Fifth Avenue, New York City 10 South La Salle Street, Chicago

HAMMERMILL BOND
"The Utility Business Paper"
SEND for a set of portfolios that will help you sell more printing.
HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

MAKE-UP SERVICE SPACING MATERIAL
THE HUSTED COMPANY
Machine Composition
436 CAXTON BLDG. CLEVELAND

BOOKBINDERS
TO THE TRADE
We Specialize in Edition and Catalog Binding in Cloth or Leather, Also Pamphlet Work
THE FOREST CITY BOOKBINDING COMPANY
525 Caxton Building, CLEVELAND, OHIO

It is to your interest to buy only Class A-1 merchandise. Ben Franklin Monthly Advertisers have it.

MILWAUKEE and WISCONSIN

The Federal Printing Company, Milwaukee, organized six years ago by F. H. Oberwetter and Fred Vogt and at present located at 297 Third street, will shortly remove to its new location at 1604-1610 Clybourn street. Extensive alterations are now under way to fit the building for occupancy and the company plans to move early this month. Increased business has made necessary the acquisition of more machinery and equipment.

Starting in a small way with a few presses, the company now has one of the most modern print shops in the city. The concern has rapidly come to the front because it has consistently put forth work that in every sense of the word bespeaks quality. It has been through the realization of the meaning of good printing and the attention to the all-important details that has put the company among the leaders. Mr. Oberwetter, president of the concern, keeps constantly in touch with all the work that is being done by his company and in this way relieves the customer of a great deal of the worry that usually accompanies the getting out of a piece of printed matter. Previous to his connection with the Federal Printing Company, Mr. Oberwetter was manager of one of the largest printing houses of Milwaukee. Both he and Mr. Vogt are well known in the Milwaukee business world.

Mr. Vogt says: "We wanted room to breathe, to grow. Oh, how we wanted it! We have been experiencing the sensation of busy No. 8 feet in No. 6 shoes. In our new building at Sixteenth and Clybourn streets we will have ample space for our offices and manufacturing department—all on one floor. This gives us the physical means to meet all present requirements, with opportunity for future expansion. We figure on greatly increased efficiency in all departments the benefit of which we want our patrons to share with us."

The Federal Printing Company numbers among its customers many of the largest and best business firms, and has on file in its office unsolicited testimonials commending the good work and promptness in executing its work. Believing that a printing business, like any other business, should be put on a business basis, a complete cost system is in operation, which eliminates guesswork and puts the work on a "know-where-you're-at" basis.

The April meeting of the Milwaukee Typothetae was held at the Hotel Pfister Tuesday evening, April 5. Vice-president Charles Gillet presided.

The principal speaker was Joseph A. Borden, former secretary of the U. T. A., and now director of general service of the American Writing Paper Company. Mr. Borden spoke on "Service Through Organization," developing in his address the need for co-operation among paper manufacturers, engravers, equipment manufacturers, printers and buyers of printing.

A report was also made at the meeting by Oscar Loewenbach, chairman of the entertainment committee, that the annual picnic of the organization is to be held at Waukesha Beach, Saturday, June 18.

Protesting against the action of the State Printing Board in awarding the contract for state printing to the Homestead Publishing Company, of Des Moines, Iowa, the association passed the following resolution:

Whereas, It has come to the notice of this organization that the State Printing Board of the State of Wisconsin contemplates awarding a contract for certain state printing to a printing firm located in Des Moines, Iowa, and

Whereas, The Milwaukee Typothetae is an association composed of 92 employing printers of the city of Milwaukee, giving employment to 2,500 people, with capital invested to the amount of $5,000,000, and paying wages to its employes in 1920 of not less than $2,000,000; therefore, be it

Resolved, That as an association with large financial interests at stake, and as heavy individual taxpayers, we desire to protest against such action of the State Printing Board as would remove any volume of printing from plants of this state to those of any other state; and be it further

Resolved, That a copy of this resolution be forwarded to each member of the State Printing Board, and to each member of the State Senate and Assembly from Milwaukee County.

Contracts for Wisconsin state printing, amounting to $250,000 for the next two years, were awarded last month by the state printing board to the Homestead Publishing Company, publishers of the *Wisconsin Farmer*, located at Des Moines, Iowa. A saving of $26,810 is said to have been made by awarding the contract to the Homestead concern. The maximum price allowed by the 1919 legislature was the basis upon which the contract was let. A protest against awarding the contracts outside of the state was made through resolutions adopted at a meeting of the Milwaukee Typothetae, April 5.

Milwaukee has recently organized an Employing Printers' Association to cope with the labor situation. The organization has a large percentage of Milwaukee employing printers as members, and is said to have a working fund of $60,000, with strike insurance amounting to $1,500,000. F. G. Cramer, of Cramer-Crasselt Company, is president, and Charles F. Dietas, of Burdick-Allen-Dietas, is secretary. Carl Moebius, of the Moebius Printing Company, is treasurer.

The Wisconsin Typothetae will hold its annual convention at Milwaukee June 17 and 18. The dates set are about four weeks earlier than originally planned, as June 18 was the only open date the Milwaukee Typothetae could get for the annual picnic at Waukesha Beach. A meeting of the program committee will be held this month to plan the convention program.

NUZUM ELECTROTYPE COMPANY
FORMERLY LAUDON-NUZUM
ELECTROTYPING
WAX RULING
STEEL CUTTING DIES
CURVED PLATES
133-135 MICHIGAN STREET
MILWAUKEE, WIS.
PHONE BROADWAY 1279
MATRICES
STEREOTYPING
BOOK PLATES
EMBOSSING PLATES

CHARLES S. UTZ, President and Treasurer
WALLACE P. ALLEN, Vice-President and Secretary
MILWAUKEE PRINTERS' ROLLER CO.
PRINTERS' ROLLERS
and Tablet Composition
Printing Machinery
Office Room 24, Evening Wisconsin Bldg.
MILWAUKEE, WIS.

The Packard Art Service is the name of a new enterprise launched in Neenah, Wis., last month by Ray L. Packard, former head of the art department of the Menasha Printing & Carton Company. The firm will deal in commercial art.

H. W. Tracy resigned as executive secretary of the Fox River Valley Typothetae, May 1. He has been succeeded by A. W. Hofmann. Mr. Tracy has not announced his future plans.

The Tribune Printing Works of Wisconsin Rapids, Wisconsin, has recently opened a new sales office at 108 Second avenue, South, that city.

The International Editorial Association, Inc., will meet at the Hotel Pfister, Milwaukee, on May 20, 21 and 22.

A new advertising agency, known as Miller & Craig, has been started in Madison, Wis., by W. L. Miller and W. S. Craig. Both were formerly connected with the Tulsa, Okla., *Tribune*.

Paul Schultz has opened a printing shop in Chippewa Falls, Wis. It is located in West Spring street. Mr. Schultz was formerly job foreman for the Chippewa Falls *Herald*.

The Herald Printing Company has purchased the printing plant and subscription list of the Oconto Falls, Wis., *Herald*. W. H. Comstock was the former owner.

The Pilot Printing & Publishing Company, of Wausau, Wis., recently took over the Lohmar Printing Company of that city.

The Milwaukee Typothetae has added another room to its offices at 373 Broadway. The cost department has been installed in this space, giving this department additional facilities to carry on its greatly increased work.

Business conditions in Milwaukee are reported to be unusually good. While some lines of industry have been hard hit by the slump of the last few months this has not affected the printing industry to any great degree.

Herman Schommer, Arnold Jacobs and Bert Martin, have organized the Badger Printing Company, at Appleton, Wis. The company is erecting a building on Adkins street, costing $11,000.

CHAS. H. COLLINS

Representing
American Assembling Machine Co., Inc.
Berry Machine Company
George Sague

Selling
Juengst Gatherer-Stitcher-Coverer
Juengst Automatic Side Stitcher
(60 to 90 books per minute)
Rowe Straight Line Trimmer
(25,000 ¼" books trimmed per hour)
Berry Round Hole Cutter
Berry Pneumatic Bindery Tools
Berry Semi-Automatic Feed for Board
Climax Roller Washing Machine
(Wash up cost 2c per press)

501 Plymouth Court *Phone Wabash 5190* Chicago, Illinois

FOR ECONOMY SAKE
Use S. & V. Time and Money-Saving Compounds

Compound No. 15 is our latest success. It helps distribution, prevents mottling and is neutral in its drying properties.

Compound No. 373 is our famous "Liquid Tint" that for 25 years has helped printers make tint bases.

Compound No. 5230 is known as "Overprint Compound." It is used only in printing over a color that shows signs of crystallizing.

Compound No. 19206 is called "Gloss Paste" because it gives brilliancy to any ink.

To introduce these compounds we will send a pound of each—four pounds in all for $2.00, f.o.b. our office. Remember these compounds will keep if kept properly covered.

Sinclair & Valentine Co.
NEW YORK: 605-611 West 129th Street

BOSTON.....516 Atlantic Ave.
PHILADELPHIA.....1106 Vine St.
BALTIMORE...312 N. Holliday St.
NEW ORLEANS....315 Gravier St.
CHICAGO.....718 So. Clark St.
ST. LOUIS..101-103 So. Seventh St.
CLEVELAND...321 Frankfort Ave.
TORONTO.....233 Richmond St., W.
MONTREAL.....46 Alexander Ave.
WINNIPEG.....173 McDermott Ave.
ALBANY, BUFFALO and other cities

FACTORIES: NEW YORK, NEW JERSEY, CANADA

New Copy Chart

Taking the ordinary typewritten line, 6½ to 7 inches long, as a basis, you can tell at a glance how many picas the same will make in the size and style of type designated in the marginal columns of the chart, the graduations being shown by the light down rules. An 8½ x 11 sheet will carry 30 double spaced or 55 to 60 single spaced typewritten lines, so by approximating the number of typewritten lines in your job, you can tell how many lines the copy will make in type, set in a measure to run line for line. Taking 6 lines of 12 point to the inch will give the number of inches of type in 12 point.

Size is 11 x 16 inches; attractively printed; cover three colors, inside two colors. Shows 110 Lino faces, 160 Mono faces (machine-set) from 5 to 18 point and twenty-one series of hand-set Monotype display, 14 to 36 point

Should you be required to set the job in a given measure, the proportion that the given measure bears to the measure indicated for setting line for line, will show whether the job will make more or less lines than the number arrived at by the above calculation. One line of 12 point Typewriter copy 40 picas wide will make a line 26 to 27 picas wide, or two lines 14 or 15 picas wide when set in 10 point Modern or Old Style. Sometimes you want to know whether to compose a job in a "skinny" or a "fat" face. The specimen lines shown on the chart give you a wide range from which to make a selection.

Cuts Down Layout Time in the Composing Room

SUPERIOR

TYPESETTING COMPANY CHICAGO

732 FEDERAL ST. MONO : LINO : MAKEUP HARRISON 2755-6

12 Pages : Price Raised to One Dollar : Postage 10c

For the Service Printer

Continued from page 38

We shall print the firm heading and foot note in dark brown and the text in our medium olive green.

On pages 3, 4 and 5 appear the desks with chairs to fit them in style and price. Our dark brown ink works nicely on the halftones and the type in olive green completes the harmonious combination.

Direct advertising piece number two might be varied—make it a mailing folder 11x14 inches, printed in black and emerald green on a heavyweight folding enamel. Filing cabinets would be a fitting subject. We'll show two grades of standard wooden filing stacks, one all metal stack of files, an inexpensive transfer file and one of those new combinations consisting of a letter file, two large drawers, and two small card files. Many executives are using them and the market for this combination is a big one. Let us make a few brief statements on filing and quote prices on the merchandise shown.

Number three piece may deal with any one of a number of subjects. COSTUMERS—becoming more common in offices, not for use by those in the office force, but for callers who are wont to lay overcoats, wet raincoats and headgear on the nearest desk or chair. TABLES—how convenient is a large table for emergency use when the business man is called upon to look over a large blue print, a chart, an array of papers or a press proof from the printer. STENOGRAPHER'S DESK—a new model that saves work for the stenographer and increases her efficiency. These are but three of the many subjects that suggest themselves as we look over our stock of office furniture.

Three pieces of direct advertising will start business if there is any to be obtained. Even in those places where the advertising arouses no possibilities of immediate purchases, it will at least serve to create a favorable impression and help greatly to bring the sender to mind when the recipient does become ready to buy.

This rather unimportant instance is only one of the numerous opportunities that lie within our reach. That is the bright side of this direct advertising business—the field is vast and uncultivated.

While discussing these bits of direct advertising it is well to keep in mind certain advertising principles:

FIRST—Tell the recipient how new office furniture will help his office—how it will increase efficiency and impress customers. A man does not buy a desk because it is made of quarter-sawed oak, 9 inches thick, etc. Primarily he is interested in the desk as an aid to his business. Talk about the various qualities, woods, etc., after he becomes interested enough in desks to come into the store.

SECOND—The aim of this sort of advertising is to get the prospect into the store. Keep that in mind. *Get him into the store.* Don't overload him with sales talk. Strive to interest him sufficiently to have him call.

THIRD—Be sincere and be honest. Clever copy, snappy sayings and the flashy pyrotechnics of many copywriters is so much *rot.* Sincere, honest statements, even when lacking in polish, will do more than trick language.

Photo-Engravers Prepare for Buffalo Convention

THE twenty-fifth annual convention of the American Photo-Engravers' Association, which is to be held at the Lafayette hotel, Buffalo, N. Y., June 23, 24, 25, promises to be one of the largest in the history of the organization. Labor and costs will be among the important subjects discussed.

Perfection Co. Changes Name and Expands

The Perfection Linotyping Company of Chicago announces a change in name and location. The new name is Craftsmen Typesetters, Inc., and the new location is at 701-703 South La Salle street. The officers of the company remain the same, Frank H. Akers, president; Homer E. Dunn, vice-president; William A. Angus, secretary-treasurer and manager.

These well known men and associates in January, 1920, bought the capital stock of

FRANK H. AKERS
President Craftsmen Typesetters, Inc.

the Perfection Linotyping Company and at once took active charge Their wide experience and acquaintance in the trade enabled them to rapidly develop the business to a point where increased equipment and floor space was needed.

With the change in name to Craftsmen Typesetters, Inc., there has been an increase in the capital stock to $80,000, the additional common stock being absorbed by the present stockholders. A small amount of preferred stock has been sold for the purpose of providing additional working capital.

The Craftsmen Typesetters, Inc., has taken over the composing room of Linden Bros.,

HOMER E. DUNN
Vice-President Craftsmen Typesetters, Inc.

Chicago publishers and printers, and has acquired the ten-year leasehold owned by that firm on the seven-story and basement building situated at 701-703 South La Salle street. The entire fourth floor, comprising 5,000 square feet, will be occupied by the Craftsmen Typesetters composing room. The offices will be on the ground floor.

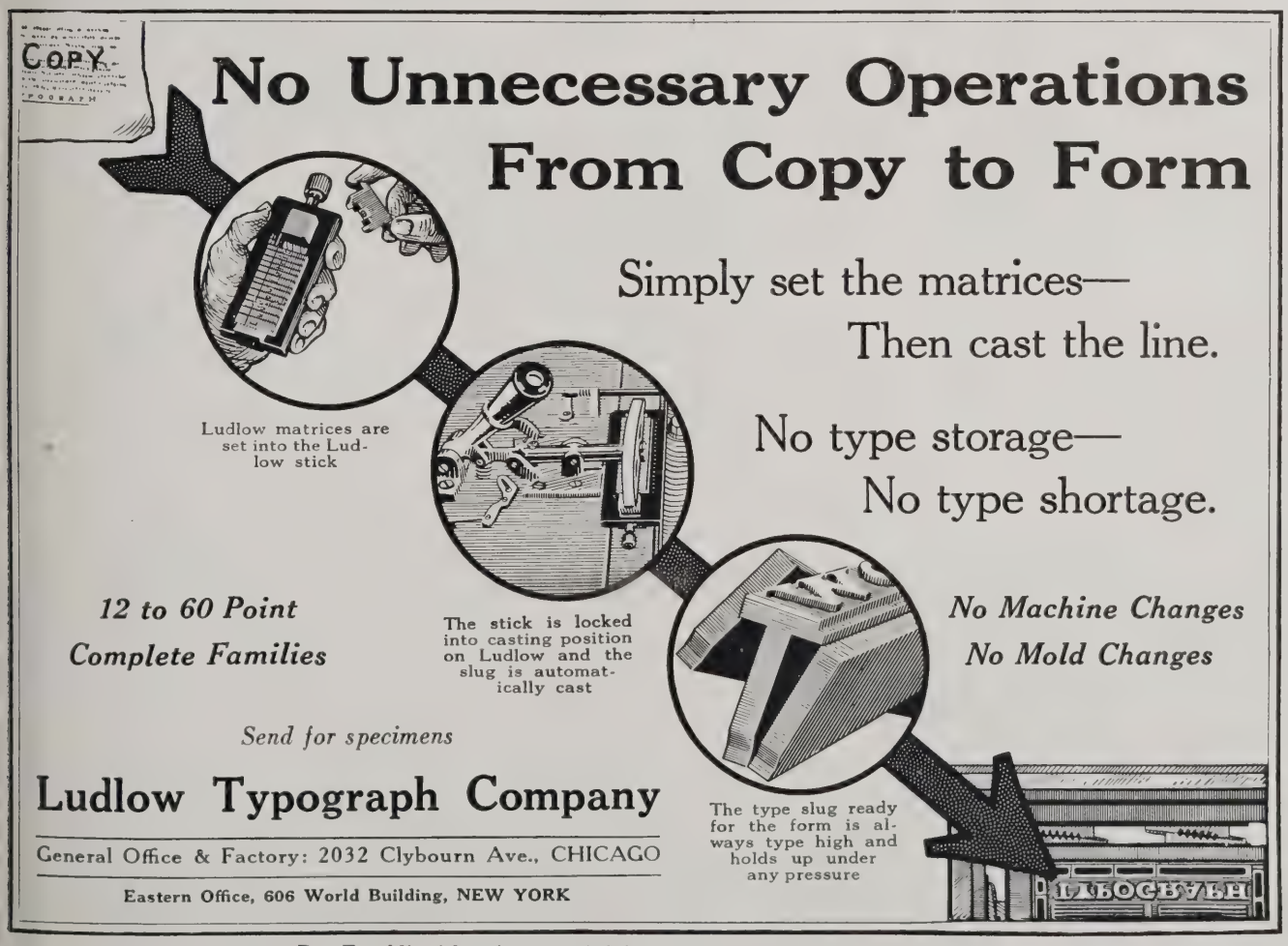
This consolidation will give the firm the largest battery of linotypes of any strictly trade plant in the United States. Besides the battery of fifteen linotypes the equipment includes a Ludlow Typograph outfit for display composition, an Elrod Lead, Slug and Rule Caster, a Thompson Typecaster, three Miller Saws, a Miller Router, and a most complete makeup department.

During the past year this firm has handled several of the largest composition jobs in Chicago. A recent test of its capacity was the setting of a list of 200,000 names, making about 4,000,000 ems. This big job was set and made up in pages in a week without interfering with the regular run of work.

The executives of the Craftsmen Typesetters, Inc., are all organization men, taking an active interest in everything pertain-

WM. A. ANGUS
Secretary-Treasurer and Manager Craftsmen

ing to the welfare of the craft. Mr. Angus is vice-president of the Chicago Trade Composition Association and member of the executive council of the Franklin Division of the Franklin Typothetae, also chairman of the promotion committee of the International Trade Composition Association. Mr. Dunn is a member of the industrial relations committee of the International Trade Composition association, and Mr. Akers has served in various capacities in the local organization.



WITH OUR ADVERTISERS

New Machine Makes Appearance

A new typesetting line-casting machine to be placed on the market by A. F. Osterlind and F. C. Damm, of St. Paul, Minn., is "The American Typocrat," which will cast borders, ornaments and metal furniture up to 72 point. An illustration of the machine will be found on this page.

The invention is the result of an idea which came to the minds of both Mr. Osterlind and Mr. Damm a number of years ago. Not until fifteen months ago, however, did the idea begin to take concrete form, and then only because the two men met for the first time to exchange ideas.

Mr. Osterlind is president of the Osterlind Printing Press and Manufacturing Company of St. Paul, and general superintendent of the McGill-Warner Company, one of the largest printing and publishing concerns in the west. He is also part owner of the Warner Ticket Company and the Minnesota Typographic Company. Mr. Damm has long been connected with typesetting line-casting machines, and is one of the pioneers in the industry.

Adapted to Newspapers

At a recent conference between F. W. Fillmore, U. T. A. supervisor of accounting, and Henry P. Porter, chairman of the educational committee, a system of cost finding for the use of newspapers was formulated, being an adaptation of the Standard Cost Finding System. This cost finding plan will meet the particular requirements of the commercial and newspaper office. There has been prepared two cost finding forms which will be included in the Standard Cost Finding Set, Form 2-N, Newspaper Individual Order Summary, and Form 9-H N, Summary of Department Costs for Month.

The Form 2-N, Newspaper Individual Order Summary, is practically the same in operation as the Standard Individual Order Summary, Form 2. There will be shown the direct items for advertising and news under their respective costs. The prorated items are carried under advertising and news costs on the basis of running inches of each. The total cost not only of the issue, and of news and of advertising but as well the cost of advertising per running inch is obtained.

Chicago Office for Jay Printing Ink Co.

The Jay Printing Ink Company of Brooklyn, N. Y., has established a Chicago office in the Enterprise building, 125 North Wells street. John Kyle, former president of the New York Club of Printing House Craftsmen and an officer of the International club, is in charge.

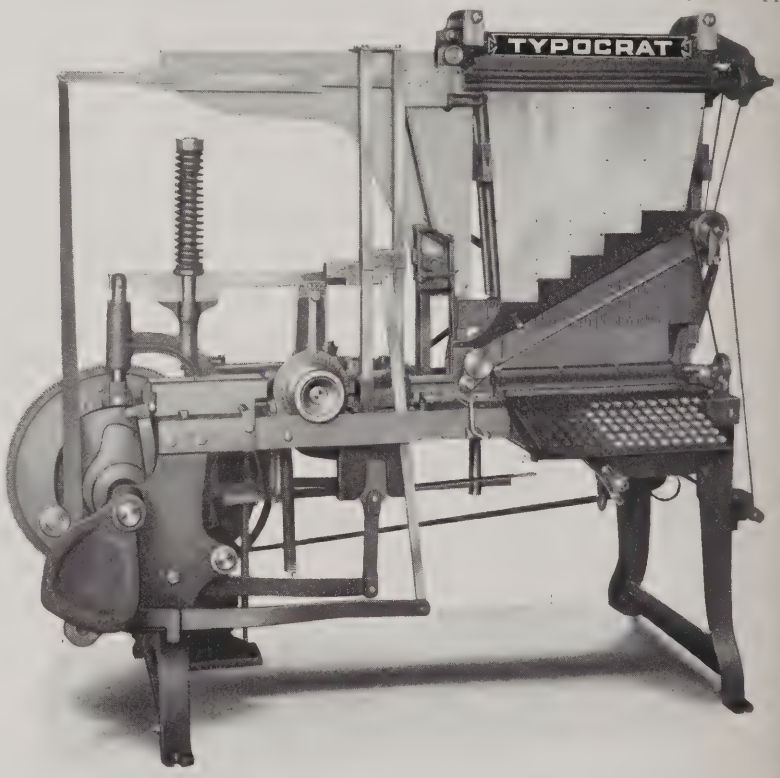
Furlong Leaves Miller Co.

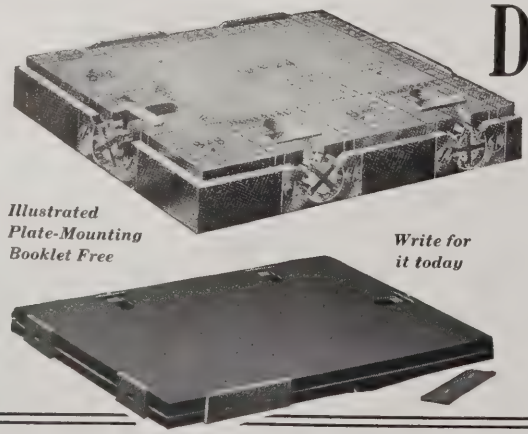
Eddie Furlong, well known in the Chicago trade as salesman for the Miller Saw Trimmer Company, has resigned that position to become associated with G. T. Hultman in the latter's "Miller-Service" agency. Mr. Furlong was one of the original founders of the company several years ago when it was known as Furlong & Hultman. He later went with the Miller Saw Trimmer Company but now returns to his "first love."

Help Increase Direct Mail

The Cleveland Folding Machine Company, Cleveland, Ohio, has recently started a campaign which will have as its object an increase in direct-mail advertising on the part of American industry. The Cleveland company believes that it can best serve the printer in this way and serving the printer will be able to increase its own sales of Cleveland Folders because of the greater demand for printing. This broad-visioned plan is one which is coming more and more into use to the mutual advantage of printer and supply man.

The Cleveland Folding Machine Company will carry its campaign to the printing buyer by means of full-page advertisements in *Printers' Ink* and direct-by-mail appeals.





Do You Print From Plates?

Challenge Plate-Mounting Equipment
has solved the plate-mounting problems of many perplexed printers, big and little, and is the equipment you will eventually adopt, whether you do specialty work, book and magazine work, labels or folding-box work.

Write Us or Any Dealer for Our Booklet on Plate-Mounting

The Challenge Machinery Co. Grand Haven Michigan
CHICAGO, 124 S. Wells Street NEW YORK, Printing Crafts Building
See our Exhibit, Graphic Arts Exposition, Chicago, July 23-30

Linotype Publicity Change

The Mergenthaler Linotype Company announces the appointment of Francis T. Denman to the position of assistant manager of its publicity department.

FRANCIS T. DENMAN

Mr. Denman succeeds Norman S. Githens, for five years a member of the Linotype publicity staff, and now advertising manager of the F. Wesel Manufacturing Company of New York City.

Although quite a young man, Mr. Denman has had several years' practical experience in the printing business. He is a graduate of the department of graphic arts of the Carnegie Institute of Technology, Pittsburgh, Pa., and formerly was a member of the publicity staff of the Westinghouse Electric and Manufacturing Company of East Pittsburgh.

Change Address Without Moving

Sinclair & Valentine Company, New York, has the unique distinction of having changed the address of its factory without having moved its location. Or rather the city fathers changed the address through renaming West 129th street St. Clair place. All mail for the Sinclair & Valentine Company should be addressed to 11-21 St. Clair place.

Distribute Attractive Samples

W. M. Pringle & Co., New York paper dealers, located at Howard and Crosby streets, New York city, are distributing samples of Old Abbey bond, attractively lithographed in colors. Those in the trade who have not as yet seen these should get in touch with the Pringle company at once.

Dexter Co. Moves Offices

The New York Sales Offices and Service Department of the Dexter Folder Company have been moved to 28 West Twenty-third street, New York City. The offices were formerly located at 200 Fifth avenue and the Service Department at 251 West Nineteenth street.

American Products in London

American manufacturers will be much in evidence at the Sixth International Printing, Stationery and Allied Trades Exhibition to be held in London, April 30 to May 14. Byer and Spottiswood, Ltd., of London, and the Canadian-American Machine Company, will exhibit Wesel final plate mounting bases, and H. W. Caslon & Co., Ltd., will show a Wesel electric proof press, as well as one of the automatic self-inking and self-feeding type.

The Mergenthaler Linotype Company will have an exhibit sponsored by the British branch of the concern. Norman Dodge, vice president and general manager of the company, accompanied by Fred C. Gruman, assistant manager of the New York agency, sailed from New York city on April 16 to attend the exhibition. Following the London exposition both men will spend several months investigating trade conditions in England, France and Germany.

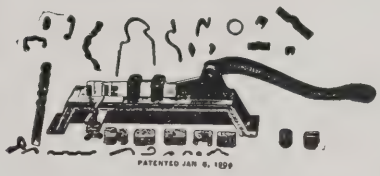
The City Job Press, 164 North Wells street, Chicago, was sold at auction April 23. The equipment included six Gordon presses and all equipment necessary to a modern Gordon plant.

Wash Your Rollers by Machine

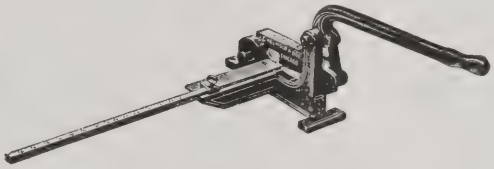
Chas. H. Collins, 501 Plymouth court, Chicago, who sells the Climax Roller Washing Machine, makes some claims for that machine which it would be well for the printer to investigate. Mr. Collins says the average cost of washing a roller the Climax way is two cents or seventy-five per cent less than by the old method. In addition to saving the cost of benzine and rags the machine adds to the life of the roller. Mr. Collins' telephone number is Wabash 5190. Give him a ring and he will be glad to demonstrate.

Gets Out Attractive Folders

Dwight Bros. Paper Company, 626 South Clark Street, Chicago, recently sent out an attractive folder containing samples of Uncle Sam Bond. The makeup and typography and presswork of the folder are commendable, while the manner of showing Uncle Sam Bond in colors is distinctly original. If you haven't gotten one of these folders, get in touch with the Dwight people. It's well worth your while.



Eureka Steel Rule Bender



Hercules Steel Rule Cutter

Steel Cutting, Creasing, Wave and Perforating Rules

CUTTING RULE

2 Pt. Center Face
2 " Side "
3 " Center "
3 " Side "
4 " Center "
4 " Side "
6 " Center "
6 " Side "

Tempers: Soft, very soft, hard

CREASING RULE

2 Pt. Round Face
3 " " "
4 " " "
6 " " "
8 " " "
10 " " "
12 " " "

This Rule can be had in Round or Flat Face

WAVE RULE (*Soft Only*)

2 Pt. Fine — 2 Pt. Medium — 2 Pt. Coarse — 2 Pt. Long Wave

All above 25 cents per foot

PERFORATING RULES

6 Tooth — 12 Tooth
8 Tooth — 18 Tooth

PRICES

Soft	Hard	Bright and Hard
2 Pt. at 20	25	30
3 Pt. at 25	30	35

STEEL CROSS CUT PERFORATING RULE

2 Point at 65c per foot. *Furnished in 4 ft. fonts cut L. S. at $2.85 per font*

STANDARD HEIGHT

Cutting Rule 15-16 in. — Creasing Rule Type High

Telephone Lincoln 1774

J. F. Helmold & Brother
1462 Custer Street
CHICAGO

OLD ABBEY BOND

"The Ideal Paper"

Just enough rag and extra strong sulphite to make the best paper on the Globe for the money.

Sold in Cases Only

In all sizes and weights
In white only
watermarked

Price 19c

W. M. Pringle & Co.
Incorporated
Howard and Crosby Sts.
NEW YORK

Makers of Bond Papers Exclusively

In Which the Big Idea Dawns

Continued from page 30

"Mine?" exclaimed Shorty. "Somebody's been telling you lies. What do I want my ad on there for?"

"For business; they're going to be the popular thing around here. Better get in on the ground floor. Here's the way it will work: My ad goes in the center, and six others are blocked around it. I run them off in editions of five hundred. Each edition has a different set of names. I leave a number of them at the different places where I call for business. On Saturday nights, I drop a few into each of the cars parked along the streets. Oh! there's a dozen ways of using them. I'm just getting acquainted with this little idea. What do you think of it, Shorty? Does it soak in yet?"

"It looks as though there's something in it, Buzz."

"Something in it? Man, you've merely whispered. Everything's in it! Come on, now; we're going to take our first lesson at the levers. I can see where I'll need that car in my business."

ÖSTERLIND PRINTING PRESSES
KLUGE AUTOMATIC FEEDERS

SUCCESSFUL - SERVICEABLE
SATISFACTORY

Write for Circular 12, which gives detailed information

ÖSTERLIND
PRINTING PRESS & MFG. CO.
510 to 516 Endicott Bldg. ST. PAUL, MINN.

SKH
TYPESETTING COMPANY
INC.

Intelligent Typesetting for Printers

You'll Appreciate
S-K-H Service

Ohio and LaSalle Streets
Phones Superior 342 and 2988

HIGH GRADE PAPERS

THE BERKSHIRE CO.

445 PLYMOUTH COURT
CHICAGO

TELEPHONE WABASH 882

IN the days of our forefathers the "Bond of friendship" was of prime importance. It meant mutual protection and when it was formed between the Indians and the early settlers, it meant peace, good will and a basis for trading to mutual advantage.

FRONTIER BOND

enables you to establish that same good will—that same "Bond of friendship" between your customer and yourself.

A Trial Will Convince You

LA SALLE PAPER COMPANY

171-173 No. Dearborn Street
CHICAGO

Telephone RANDOLPH 3640

Some Random Remarks About Art

Continued from page 36

The more I see of some "artistic" (and of some *de luxe*) printing, the better I like a book or a page printed in a clear, undistorted, readable type, sans border, sans color, sans every embellishment.

* * *

Beauty consists largely of regularity and harmony. One may well ask why the rebellious and lawless must need inflict upon us their temperament, by their products which violate the canons of true art. Give me tranquil order and peace, instead of a riot of disproportion and contortion.

* * *

Beauty is akin to sweetness. Some producers of "artistic" things that I abominate excuse their art by saying that they object to sweetness—that it cloys them. Maybe so, maybe so; but I prefer sugar to green peppers every time. Most everybody does—'tis an evidence of sanity.

* * *

I am not sufficiently saturated with the sight of beautiful things to have any time or attention left to spend upon ugly ones. I'd rather see a canary than a rhinoceros.

* * *

The forms in which printed matter appears may be divided into two classes—the permanent and the ephemeral. Of course, some printing of the permanent form may not last more than a day [some folks have but slight reverence for any reading matter], and some of the ephemeral may last indefinitely, yet the distinction is there. The truly artistic is scarcely ever ephemeral.

* * *

The ephemeral things, which are soon laid aside, discarded, lost or destroyed, include many which are fanciful and out-of-the-ordinary. If such are kept for any length of time it is only because of a possible souvenir value. When that value dies they go their way to oblivion. Those having a curio value have more or less chance of continued existence.

* * *

Things kept in museums and picture galleries are not necessarily always artistic or beautiful. This is proved by my own and other collections of typographic "monstrosities." These are not saved, by the way, because they were deliberately made to be thus classed. Their producers were either ignorant, inexperienced, incompetent craftsmen, or had false notions about art. They are kept as samples of what should not be done.

* * *

There are artistic productions which please some of the sane people all of the time, some that please all the sane people some of the time, and some that please some of the sane people some of the time; but true art gives us the things which please all of the sane people all of the time.

* * *

Let us endeavor to produce printed matter which we feel sure will be as beautiful and pleasing to those who come ten, twenty-five, a hundred, a thousand years after, as it is to us; achieving which we will have produced truly artistic typography. And we will find that it will lack the attributes which stamp it as being novel, different, vague, incomplete, indefinite, incorrect, intricate, difficult, quaint, capricious, expressionistic, lawless, ugly, crude, amateurish and ephemeral.

When the type is on its last legs it makes mighty uncertain tracks across the blank page.

A fine job of work is a business echo.

Minneapolis News Notes

Continued from page 50

"We are unable to bring ourselves to believe that you have authorized, if you are members of the Typothetae, the repudiation of a contract as to arbitration in the summary manner expressed in the letter signed by Mr. H. S. Hodges, and more particularly so when consideration is given to the fact that the Minneapolis Typographical Union had made no demand of any nature, either as to hours or wages, prior to the receipt of the communication mentioned.

"We desire to call your attention to the fact that the statement obtaining wide circulation among employing printers to the effect that the Typographical Union has resolved to demand or will demand forty eight hour's pay for forty-four hour's work is unqualifiedly false, no such intention having been signified, verbally or in writing.

"The attitude of the Union is that the forty-four hour week has been agreed to nationally and is a matter entirely out of our hands. However, we are and have been willing to conciliate or arbitrate the question of wages based upon that number of hours per week. This has been our position and has been announced as such for the past six months.

"We express the hope that the amicable relations hitherto existing between our employers and ourselves may continue, despite the unfortunate and mistaken course apparently pursued in the Typothetae communication."

On April 14, Minneapolis Typothetae replied to the above circular as follows:

"We have before us a letter from you, dated April 8th, enclosing a circular covering certain correspondence between you and ourselves. This letter of April 8th is not addressed to us, but has apparently been sent to each individual member of the Typothetae. Although that letter is not addressed to this organization, its substance concerns only this body and not the individual members, and we shall, therefore, take the liberty of replying to it.

"We wrote you on April 6th that a reply to your letter of March 31st would be made as soon as we could have the matter considered by a meeting of the proper executives. On April 7th we more fully replied to your letter of March 31st. Neither of these letters has been set out in your circular.

"We think our position can be clearly determined from our last letter to you of April 7th. It is difficult also for us to conceive how anyone can fairly differ with us as to the effect of the contract of June 1, 1919, which expires, of course, June 1 of this year. In that letter we called attention to the fact that it is your apparent interpretation that the contract of 1919 is perpetual and that the Typothetae, if it continues in existence, will be bound by it, no matter how many generations the life of the Typothetae may continue. This is emphatically stated by you in your letter of March 31st, in which you say, 'The claim by you (The Typothetae) that you possess the right to terminate or end the contract (of June 1, 1919) is disputed, no such right being conveyed by any of the terms of the agreement.' In that same letter, you further say that you demand 'arbitration of the question of your right to repudiate or lay aside any part or all of the contract of June 1, 1919.'

"Nothing could be clearer than that you insist upon the claim that on June 1, 1919, you made an everlasting contract. We do not believe that is true, nor do we think anyone reading the contract can so construe it, nor do we think any court will uphold you in your right to bind the Typothetae and its members forever.

"There are some considerations which should be brought to your attention. You say, in your circular letter of April 8th, that 'The statement . . . that the Typographical Union has resolved to demand or will demand 48 hours' pay for 44 hours' work is unqualifiedly false . . .' You then add, 'The attitude of the Union is that the 44-hour week has been agreed to nationally, and is a matter entirely out of our hands. "'However, we are, and have been, willing to conciliate or arbitrate the question of wages based upon that number of hours per week.' No one can read those two sentences, made in your own letters thoughtfully, without realizing that the second statement denies the first. You say that no action has been taken indicating that the Typographical Union will demand 48 hours' pay for 44 hours' work. Yet, in the succeeding sentence you say that you are and have been willing to conciliate or arbitrate the question of wages based upon that number of hours (44 hours) per week.

"If there is not in your mind the intention, or if you have not taken any action, unknown to the employers, to demand 48 hours' pay for 44 hours' work, what is there to 'conciliate or arbitrate' with reference to wages? Presumably the men would get 44-48ths of what they have been receiving. Moreover, it is to be noticed that, as you say in your circular, the first of the correspondence between us came from you in the form of the letter dated March 29th, in which you stated that you desired and proposed 'negotiations of a new agreement and contract.'

"What have you in mind, in writing this letter of March 29th, if the schedule of wages and hours under this agreement of June 1st, 1919, is satisfactory? Your demand of March 29, 1921, must have some significance. We cannot see that it had any unless it concerned this question of 48 hours' pay for 44 hours' work.

"Permit us further to say with reference to this contract of June 1, 1919, that there never was the slightest element of fairness or mutuality as between your Union and ourselves. The contract was prepared by you and contains no provision which bears the faintest semblance of fairness to the Typothetae. Throughout, it is partial towards the Typographical Union. But with all its onesidedness, it does expressly say that it is a contract between the Typographical Union and the Minneapolis Typothetae.

"The contract provides that the Typographical Union, 'for and in consideration of the covenants entered into and agreed to by the said party of the first part (The Typothetae), the said party of the second part (The Typographical Union) shall at all times, during the life of this agreement, faithfully strive by all means within its power to furnish men capable of performing the work required in the composing room of the party of the first party (The Typothetae).'

"It is clear, necessarily, is it not, that the Typographical Union made its agreement with the Typothetae and agreed to furnish men to the Typothetae? The Typothetae is an organization of employing printers. Notwithstanding the above provision of this contract, the Typographical Union has always refused to permit any member of the Typographical Union to deal with the Typothetae. The Typographical Union has always required and insisted that every employe deal directly with the Typographical Union and through the Typographical Union with the individual employer.

"More than that—Typographical Union has made rules by which any employe who deals directly with the Typothetae or, at any rate, who deals otherwise than through the Typographical Union, shall be fined, and on the third offense expelled from the Union. Notwithstanding, therefore, the wholly favorable contract which the Typographical Union has had in this respect, it has even refused to abide by the terms of such contract.

"Permit us also to call your attention to the fact that by this contract of June 1, 1919, you require the Typothetae 'to respect and observe the conditions imposed by the constitution and by-laws of the aforesaid organization (Typographical Union No. 42), and the constitution and by-laws of the International Typographical Union . . .' This contract then adds that the 'aforesaid constitution and by-laws (of Typographical Union No. 42, and the International Typographical Union) may be amended by the Typographical Union without the consent of the Minneapolis Typothetae.

"In other words, by this contract, you require the Typothetae to subscribe to and agree to every provision of the constitution or by-laws which you might, in executive or secret session unknown to the Typothetae, make. Moreover, we are informed that you did, in your body, or some of the associated bodies, actually amend your by-laws so as to provide that no employe could apply for a position in the printing business other than through the Union to which he belonged."

In conclusion, Minneapolis employers state their willingness to "meet and go over any possible difference there may be between the unions and themselves."

Because he fought and was wounded in the Argonne, J. J. Meyers has selected the name "Argonne" for a print shop he has just opened at 220 West Lake street, Minneapolis. Mr. Meyers purchased his plant from the firm formerly known as the Shepard Printing Company.

Luther C. Rogers Retires From Rogers & Hall Co.

Complete Reorganization of Company and Change of Name Results

Luther C. Rogers, chairman of the board of directors, Rogers & Hall Company, 124 West Polk street, Chicago, announced late last month that he had retired from active participation in affairs of that company and that the business would be known hereafter as the Printing Products Corporation. The new company is incorporated for the nominal amount of $10,000 by H. J. Whitcomb, Veit Gentry and W. E. Freeland. Mr. Gentry was formerly president of Rogers & Hall Company while Mr. Whitcomb was director of sales.

While Mr. Rogers has disposed of the Rogers & Hall printing plant, he still retains possession of the building in which it is housed at 124 West Polk street. Offices have been installed on the ninth floor of the building, where he will look after the real estate interests of the Rogers & Hall Company under the old name.

Mr. Rogers, in a statement last week, said: "Some fifteen years ago I took several young men into the company with the understanding that they were, in time, to own the business. It is these same men who have taken over the printing plant of Rogers & Hall Company. I shall still retain possession of the building, which will continue to be managed by Rogers & Hall Company. The new name of the printing department will be the Printing Products Corporation."

Mr. Rogers is perhaps one of the best known men in the printing trade of America. While only 55 years old, he has built up the Rogers & Hall Company to a preeminent position among publication and commercial printing plants of the country. The company prints at least a hundred weekly, semi-monthly and monthly publications. The yearly output of the company is over two million dollars, and operating day and night, with over 50 presses of various sizes in continuous operation, it produces an enormous volume of printed matter. The concern employs nearly six hundred workmen.

The history of the company dates back to 1886, when it was first started by Steven G. Pitkin and George Daniels, at the northeast corner of Dearborn and Randolph streets. In 1888 Mr. Rogers joined the company as bookkeeper and cashier and in 1890 Frank H. Hall came into the company. In 1911 the company erected its own building on Polk street. It is this building which the Rogers & Hall Company retains.

Mr. Rogers has always been active in the affairs of printing organizations and is a member of the committee on taxation of the United Typothetae of America.

George N. Voorhees, assistant director of the department of research, United Typothetae of America, spoke in a number of eastern cities recently on the subject of the U. T. A. Standard Price List and Guide. His first address was on April 15 when he spoke to New England printing secretaries meeting in Boston, Mass. On April 18 he spoke to master printers of Portland and Lewiston, Maine; April 19, to master printers of Hartford, Conn., and surrounding cities; April 20, to master printers of Springfield, Mass.; April 21, in Providence, R. I., and in Newark, N. J., on April 22. All of the meetings were held in the evening and were exceptionally well attended, showing the great amount of interest printers take in obtaining correct prices.

Helping printers get more business

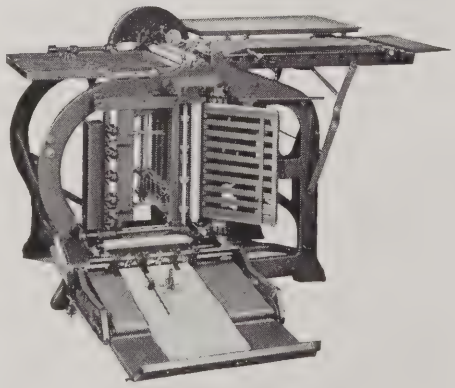
Your "Cleveland" equipment can be made to pay an increased profit. We're going to do our share to make it pay—to benefit you must co-operate.

First, tell your customers you employ "Cleveland" folding machines in your bindery, because starting with the April 21st issue of Printer's Ink, we're going to tell the advertising men of America the marked advantages of "Cleveland" folds.

We'll show them how to make their direct-mail advertising more attractive by using distinctive and exclusive "Cleveland" folds.

We'll tell them to ask you for samples of "Cleveland" folds. Get these samples from us immediately. Deliver them in person. Tell your customer how the "Cleveland" enables you to keep bindery-costs at a minimum, and often helps to reduce paper- and printing-costs.

Whenever you encounter a particularly difficult folding-problem, don't hesitate to write our service-department. We've saved thousands of dollars for "Cleveland" owners, the small as well as the big.



THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

NEW YORK: Aeolian Bldg. CHICAGO: 532 S. Clark St.
BOSTON: 101 Milk St. PHILADELPHIA: The Bourse
SAN FRANCISCO: 824 Balfour Bldg.

THE RAZZ-B'RRY!

A Personal Incident in the life of John Vanderbrooke, Printing Salesman

THIS is not to be a discussion about fruit!

On the contrary—the razz-b'rry cannot be classed as citrous or deciduous—it is purely corrosive and "goat-getting."

You're a salesman, aren't you? At least, in some measure you sell something — printing, paper, service, time, whatever it may be. To dispose of this "product" you put in a hard apprenticeship, you cultivate a pleasing personality (if you are wise and observing) and a desire to tell of your product.

"Good mornin' Mr. Bluebottle" (you say with sunshine in your voice to the "guardian of the outer portals") "will you please present my card to Mr. Gillfinkkle, and tell him I have studied out a proposition which I intend to give him advantage of."

Off goes the card to Mr. Gillfinkkle. You sit, or stand, or just merely wait, until you see Mr. Bluebottle, the trustworthy guardian and intermediary, returning. Your heart beats faster, your eye twinkles expectantly. A rush of thoughts surge through your mind—you are ready for the mental gymnastics, alive with the pride of selling. But as Mr. Bluebottle approaches you more closely you become peculiarly apprehensive, for there's something about his attitude that makes you pull up short. There in his hand is a familiar bit of cardboard—is it—oh, yes! it's your card!

Mr. Bluebottle returns to his post as "Tiler" of the "main office" and hands back to you the very card you had asked him to deliver to Mr. Gillfinkkle. His speech is, "Mr. Gillfinkkle doesn't want anything today!" You wonder! Mr. Gillfinkkle doesn't know you, nor what sort of proposition you have to offer. But you take it for granted, possibly, that "he doesn't want anything today." Then the fatal blow is struck—the faithful Bluebottle hands you your own card. That's a tough time for a real salesman—to have his own card returned to him.

What kind of men are the "Gillfinkkles"? In general characteristics there may be a difference, but in the particular whereof I am writing they are as alike as "bull's-head nickels." Unless Mr. Gillfinkkle is a mind-reader he cannot understand the nature of your call, but he sends back the card.

This attitude of viewing the salesman the same as one regards a tinker or umbrella-mender casts a shadow of doubt as to Mr. G.'s good judgment, and only forces the salesman away, believing that he hasn't been accorded a fair deal.

It is my belief that a buyer, purchasing agent, or the like, who sends back a card presented by a *salesman* from a reputable and honorable business concern is "cutting off his own nose to spite his face."

The purchasing manager who can smile considerately, talk frankly, and deal directly, usually gets the best of the bargain in the end, for he is remembered when there is a "good thing to be passed out."

Does a real salesman deserve to "get the razz-b'rry"?

This raises a point of buyers' ethics. We hear a lot concerning the attitude to be assumed by the salesman—what attitude is the buyer called upon to show the salesman—granting that he is a *salesman* from a *reputable* house? The editor would be glad to have an expression from those interested.

The man who invented the art of printing did more to civilize and Christianize the world than any other person. I'd rather be a good printer than a middlin' preacher.

—*La Fayette Doerty.*

THE AULT & WIBORG COMPANY

Main Offices and Factories—CINCINNATI—Houses in all large Cities

NEW YORK, CHICAGO, ST. LOUIS, CLEVELAND, DETROIT, BUFFALO, MINNEAPOLIS, MILWAUKEE, ATLANTA, BALTIMORE, PHILADELPHIA, BOSTON, SAN FRANCISCO, LOS ANGELES, FORT WORTH, TORONTO, CAN., MONTREAL, CAN., WINNIPEG, CAN., LONDON, E. C., ENG., BUENOS AIRES, ARG., ROSARIO, ARG., CORDOBA, ARG., RIO DE JANEIRO, BRAZIL, SAO PAULO, BRAZIL, MONTEVIDEO, URUGUAY, SHANGHAI, CHINA, HONG KONG, CANTON, CHINA, HANKOW, CHINA, TIENTSIN, CHINA

PRINTING INKS

All raw materials entering into our Printing Inks are thoroughly tested.

These raw materials are then scientifically mixed and carefully ground by skilled Ink makers under the personal supervision of expert Department Superintendents.

The resulting Ink is then further tested for body, color, strength, tone, working qualities and finish.

Proofs are then printed for future comparison tests to insure a standard color and, together with a small can of the Ink, filed away for use in subsequent comparison tests in maintaining the standard.

The final result of this painstaking effort assures—QUALITY.

The Ault & Wiborg Company would never have become the largest Ink Manufacturing Company in the World if the Quality of the Ink was not thus carefully guarded.

Made Especially for Users of Red-Line Tape

Run Easy TRADE MARK Tape Couplers

A POSITIVE mechanical device for securely connecting the ends of tape to prevent wear on the jointed parts. The Run Easy Tape Coupler is the most efficient and dependable device for this purpose. Can be put on in a few seconds by means of Parallel Pliers made for the purpose. Run Easy Metallic Tape Couplers are made in the following sizes, 50 in a box:

3/8 inch 5/8 inch 7/8 inch 1 1/8 inch
1/2 inch 3/4 inch 1 inch 1 1/4 inch

USE SMOOTH-JAW PARALLEL PLIERS FOR BEST RESULTS

Run Easy Tape Couplers

IN STOCK AT ALL SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY

We carry a full line of the well-known

Brightwood Brand Cardboards

made by the

Holyoke Card & Paper Co.

Translucent Bristols
Offset Bristols
Lithograph Blanks
Thick China
Tough Checks
Railroads
Offset Blanks

Agents for Valley Paper Company

Knox & Wolcott Paper Company
626 Federal Street Chicago, Illinois

Why the Printer Should Advertise

Continued from page 35

industrial congratulation that Franklin's craftsmen-followers are recognizing the value of selling through the aid of advertising—and Direct Advertising—as during no intervening period.

In 1920 there was more systematic advertising by more printers than during any preceding year.

As an industry, printing is not yet to be considered as an advertiser. But it is on the way. There is a new vision among printers, a broader sympathy among themselves and a greater tolerance for others. As we learn, we progress, and with progress we develop initiative and record achievement.

Technically, printers are going forward by great leaps. They should advertise for the all-inclusive reason that their proved craftsmanship should be better understood and more widely used with greater benefit in every channel of public service.

This "Dagclip" Memo

Just What You've Wanted

Handier than a note-book, far more attractive, this "Dagclip" Memo keeps paper always clean, always in place whether there's one or a score sheets left, no expensive perforated, punched or bound fillers necessary. The spring holds them in place and makes refilling easy. It's a case you'll be proud to carry. You can use it for cards, too, your own or others you want to keep.

Fabricoid Case, Nickel Clips, $1.75
Seal Grain or Morocco, $2.25
Extra Sheets, 30c per M
Name in Gold, 25c

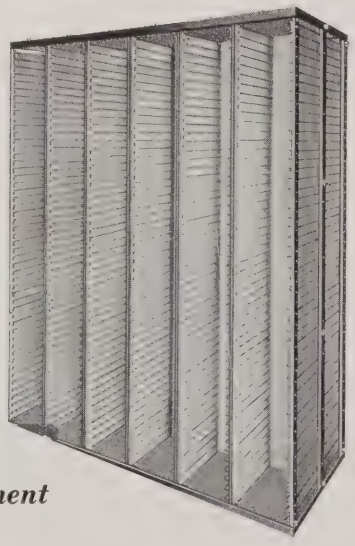
National advertising is creating a large demand for the "Dagclip" Memo and dealers are requested to send for our liberal proposition.

Pat. Dec. 24, 1912 - 107929

D. A. Galantiere & Co., 732 Federal St., Chicago

CONSERVE FLOOR SPACE

and Save Steps



This steel galley cabinet occupies 27x59 inches and holds 600 galleys 5⅜"x24".

Just the Cabinet for the Catalog Department

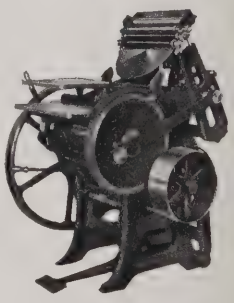
We Build Storage Cabinets to order that will fill your requirements, conserve floor space, and cost little more than the cumbersome wood goods.

Chicago Metal Mfg. Co.
313 South Clinton Street

Machinery and Equipment *for* Printers and Binders

We carry a large stock of new and rebuilt machinery

Cylinder Presses
Paper Cutters
Job Presses
Folders and Stitchers
Punches, Perforators
Proof Presses
Patent Blocks
Cutters and Creasers
Automatic Presses
Ink Vibrators
Table Shears
Bundling Presses
Embossers
Special Machinery
Hamilton Wood & Steel Goods
Outfits



Chandler & Price Press

Wanner Machinery Co.
714-716 So. Dearborn Street
CHICAGO

Phone Harrison 6889

Bitterest Battle Since 1905-6 Pends

Federal Intervention Fails. Chicago Journeymen Agree to Continue Working Until Wage Question is Settled

EFFORTS of Secretary of Labor Davis having apparently failed to bring about a recision of the demands of the International Typographical Union for a 44-hour week starting Monday, May 2, both employers and employes throughout the entire country are prepared for what promises to be one of the bitterest battles in typographical circles since the long-remembered fight for the eight-hour day in 1905-06. Employers had hoped that the all-day conference of Secretary Davis with International Typographical Union heads on April 29 would result in some understanding whereby a fight could be eliminated. Due to the attitude of union officials such an understanding became impossible and telegraphic reports to BEN FRANKLIN MONTHLY Saturday noon, April 30, from Washington so advised.

In the meantime, Chicago employers have determined to fight. Following the refusal of union officers to accept any of the three offers made by employers last Thursday, as recorded on page 25 of this issue, the Franklin Division of the Franklin-Typothetae of Chicago determined that the men be permitted to work any number of hours they please but they to be paid the old scale. In other words, employers have taken the stand of "44 hours' pay for 44 hours' work or 48 hours' pay for 48 hours' work."

In all union plants in Chicago, notices were posted Friday morning, April 29, as follows:

Notice—44 HOURS!

Chicago, April 28, 1921

All members of Chicago Typographical Union No. 16 are hereby officially notified that the 44-hour week becomes effective in the jurisdiction of No. 16 on May 1, 1921, in accordance with the action of the International Typographical Union.

At the time of the issuance of this notice, no wage award has been made by the Board of Arbitration. Therefore, the present effective job scales will continue, subject to the decision of the Arbitration board.

Chairmen are instructed to immediately give notification to the employers of the inauguration of the 44-hour week on May 1, 1921; also, to notify employers that the present wage scales will continue until the Arbitration Board renders an award.

Chairmen are instructed to call "Time" at the expiration of 8 hours, and on Saturday, after 4 hours' work has been completed. Any time ordered by the office to be worked after that must be charged as overtime on the present scales.

The notice posted by union employers Saturday morning, April 30, read as follows:

To Our Employes

This office will open for business Monday, May 2, 1921, as usual, at the same rate of pay per hour as now prevails, until the award of the Arbitration Board is handed down.

By permitting the men to report for work, "if they so desire," the employers avoid the accusation of a lockout.

Immediately following the posting of the employers' notice Saturday morning, chapel chairmen were called into conference with the result that all men were ordered to report for work on Monday morning as usual, and to work according to instructions contained in the union's notice dated April 28, as given above. The question of pay for this is be settled after Dean Heilman hands down his decision as to the proper scale of wages for 48 hours. With the readjusted scale, employers and employes alike expect to come to an amicable understanding.

Action of the Franklin Division of the Franklin-Typothetae of Chicago is backed by practically every union plant in the city. There was some lack of concord up until Friday night, April 29, but the action of the unions in refusing to consider any of the three proposals submitted the previous day acted as a bracer and caused all union employers to stand pat.

In Chicago alone a strike would throw approximately 13,500 persons out of work and would close 265 union shops in the Franklin Division. Five unions are concerned in the dispute.

Southern cities which will not grant the 44-hour week, as expressed in last-minute statements, are Knoxville, Atlanta, Chattanooga, New Orleans, Raleigh, N. C., Montgomery, Johnson City, Tenn., Columbia, S. C., Wilmington, N. C., Memphis, Nashville, Jacksonville, Fla., Fort Smith, Ark., and Birmingham, Ala.

Meanwhile, other cities are also determined to resist the efforts of the unions to enforce the shorter week. Telegraphic reports from Denver, Spokane, Wash., and Stockton, Calif., indicate strikes will result in those cities as well as throughout the state of Oklahoma. Helena, Montana, has agreed to the demands and has signed a new contract to that effect. Union officials reporting from Indianapolis say they expect from 15,000 to 20,000 men to be thrown out of work as a result of the battle.

Chicago Meetings of the Next Month

Ways and Means Committee, May 9-27.
Catalog Group, May 3.
Program and Entertainment Committee, May 6.
Trade Matters Committee, May 9.
North Side Group, May 9.
Ad Composition Group, May 10.
West Side Job Group, May 10.
Executive Council, May 5-19.
Trade Rulers and Binders, May 12-26.
Education Committee, May 13.
Blank Book and Loose Leaf Division, May 17.
Calumet Group, May 17.
Credit Committee, May 20.
Label Group, May 23.
Northwest Job Group, May 23.
Law Group, May 24.
Commercial Group, May 24.
Cost Committee, May 27.
Central Job Group, May 27.
Trade Composition Association, May 2-9-16-23-30.

Chicago Calumet Club Plans Meeting

ONE of the most important meetings of the year for Calumet printers will be held May 19 at the Englewood Masonic Temple, 6734 Wentworth avenue, when members of the Calumet Ben Franklin Club will hear J. W. Hastie of the Western Newspaper Union; Sam Cummings, international secretary of Kiwanis Clubs and Chief of Police Charles Fitzmorris. Dinner will be served by a caterer and entertainment will be furnished by a quartet of south side printers. Several surprises are also planned.

SYSTEMS

The Loft-Dried Rag-Content Paper **BOND** *at the Reasonable Price*

SYSTEMS BOND is loft-dried because loft drying makes paper strong and tough, and gives it a quality "feel" and appearance that cannot be obtained in any other way, no matter how good the materials of which the paper is made. Paper money is loft-dried, and government bonds, and all of the finest all-rag writing papers.

Looking at a sheet of Systems Bond, you naturally expect it to be high priced. That it is moderately priced instead, is due to *efficient* quantity production, made possible by this organization's ownership of its own spruce forests, together with self-control of every process from the manufacture of pulp to the delivery of the finished paper, ready to print.

Systems Bond is a profitable paper to handle—and it is *easy to sell* because it is advertised regularly in the Saturday Evening Post and other publications read by *your customers.* Write or phone nearest distributor for samples and prices.

EASTERN MANUFACTURING COMPANY, *General Sales Offices:* 501 FIFTH AVENUE, NEW YORK
Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO

SYSTEMS BOND DISTRIBUTORS

LBANY—W. H. Smith Paper Corporation
TLANTA—Sloan Paper Company
ALTIMORE—Baltimore Paper Company, Inc.
OSTON—Carter, Rice & Co., Corp.
The A. Storrs & Bement Company
UFFALO—The Disher Paper Company
HICAGO—Swigart Paper Company
The Paper Mills' Company
NCINNATI—The Chatfield & Woods Company
LEVELAND—The Union Paper & Twine Company
ES MOINES—Pratt Paper Company
ETROIT—The Union Paper & Twine Company
ARRISBURG—Donaldson Paper Company
ANSAS CITY—Bendict Paper Company
LOS ANGELES—Blake, Moffitt & Towne
LOUISVILLE—The Rowland Company
MANILA, P. I.—J. P. Heilbronn Company
MILWAUKEE—The E. A. Bouer Company
MINNEAPOLIS—Minneapolis Paper Company
NASHVILLE—Clement Paper Company
NEWARK—J. E. Linde Paper Company
NEW HAVEN—The A. Storrs & Bement Company
NEW YORK—J. E. Linde Paper Company
Miller & Wright Paper Company
NORFOLK—R. P. Andrews Paper Co., Inc., of Va.
OMAHA—Carpenter Paper Company
PHILADELPHIA—A. Hartung & Company
Riegel & Company, Inc.
PITTSBURGH—General Paper & Cordage Company
PORTLAND, ME.—C. H. Robinson Company
PORTLAND, ORE.—Blake, McFall Company
RICHMOND—Virginia Paper Company
SALT LAKE CITY—Carpenter Paper Co. of Utah
SAN FRANCISCO—Blake, Moffitt & Towne
SEATTLE—American Paper Company
SPOKANE—Spokane Paper and Stationery Company
SPRINGFIELD, MASS.—The Paper House of N. E.
ST. LOUIS—Beacon Paper Company
ST. PAUL—E. J. Stilwell Paper Company
TACOMA—Tacoma Paper and Stationery Company
WASHINGTON—R. P. Andrews Paper Company
Virginia Paper Company
WINNIPEG, CANADA—The Barkwell Paper Company

EXPORT—A. M. Capen's Sons, Inc., New York; W. C. Powers Company, Ltd., London, England
ENVELOPES—United States Envelope Company, Springfield, Mass.

Loft-Dried

COMPLETE *Composing Room Service:* With *Six* Linotypes, *Ten* Monotypes and *Eight* Casters working steadily day and night to back you up in your promises to *your* customers—without overtime expense—you never need hesitate in going after any size job

We operate a Complete *Composing Room Service*, Monotype, Linotype, Makeup and Lockup for foundry or letter press No idle workmen or machines eating up your profits—*you* get what *you* want, when *you* want it, and pay only for what *you* get

In fact, this is *your* plant, built by your orders and for your *particular* needs. The big idea behind our *Service* is we work with *you* and for *you*. You are *our partners* in this business. When you need *Quality Composition & Service* you always think of SMITH-McCARTHY—they are *synonymous*

Set in Our New Caslon Series No. 337 — Border No. 233

20 Cents the Copy $2.00 the Year

Ben Franklin Monthly

UNIVERSITY OF ILLINOIS LIBRARY
1921

Ben Franklin Publishing Company
440 S. Dearborn Street, Chicago, Illinois.

VOL. XVIII JUNE, 1921 No. 9

ALWAYS UNIFORM ART DEJONGE MAT ALWAYS DEPENDABLE

ALWAYS UNIFORM ART DEJONGE MAT ALWAYS DEPENDABLE

BEN FRANKLIN on *Boston Common*

PAUL BARTLETT'S *new statue of* BENJAMIN FRANKLIN *has been visiting Boston on the way to its home in Waterbury, Connecticut. While it stood on Boston Common near the famous* "BRIMSTONE CORNER," *site of the Park Street Church, it was photographed for us.*

DEJONGE *Art Mat*

THE *greatest printers* in AMERICA select this paper for high grade *catalogue* or *book work*, in one or more colors. It has been used with beautiful effect in *automobile, jewelry, silverware, machinery, hardware* and many other kinds of fine catalogues. *Architectural work* and *real estate developments* can be presented exquisitely on this paper. It gives to *halftones* the depth and beauty of a *photograph* or *steel engraving*. No detail of the original photograph is lost on DEJONGE *Art Mat*. Some of the most beautiful *department store brochures* have been done on this paper.

LOUIS DEJONGE & CO., 71 Duane Street, NEW YORK
WHITAKER PAPER CO. *General Agents* ZELLERBACH PAPER CO. *Western Agents*

LINOTYPE TYPOGRAPHY

The System for the Modern Shop

DESIGN, lay-out, and composition are simplified by the clear, logical plan and method of Linotype Typography. This system, made for the book-and-job office, introduces order and sureness. It produces quality with great economies of material, time, and labor. Created for the Mergenthaler Linotype Company by one of America's most successful printers, it equips every printer, large or small, for the best results on any job from a card or envelope to the most elaborate book. It is for use on any Linotype, just as it stands, anywhere. Eminent printers have become convinced that this latest of Linotype contributions to the printing art is changing the book-and-job world just as the early Linotype revolutionized the newspaper world.

TYPOGRAPHY

This page is entirely LINOTYPE *composed. The face is Bodoni (with which both Bodoni Book and Bodoni Bold are available). The decorations are made up of 24-point matrix No. 828d, 6-point matrix No. 157, with matrix slides Nos. 405 and 508. There are many interesting specimen sheets of* LINOTYPE TYPOGRAPHY *faces and related ornament. They will be sent on request.*

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street *Brooklyn, N.Y.*

Ben Franklin Monthly

Published for the Employing Printers of the United States and Canada

Vol. XVIII *20c the copy* JUNE, 1921 *$2.00 the year* No. 9

Croakers Have Nothing to Croak About Any More

Answers to questionnaires sent to every member of the United States Chamber of Commerce asking how merchandising expenses were being reduced show that the only expenditure which has been increased during the period of slow sales has been that for "publicity." Circularizing shows a net average increase of 5.48 per cent. Although advertising space shows a net decrease of 9.67 per cent, and by use of cheaper mediums, 2.53 per cent, there is a strong sentiment displayed in many answers favoring increased expenditure in publicity during the depression period.

This speaks well for the power of printing and should give the croakers something to think about. Another source of information shows April to have been the best "production" month since January. While May showed a considerably lower percentage of production, this was due to labor conditions. As soon as the labor controversy is out of the way, a return to 100 per cent demand may be expected. Get ready for full steam ahead. The continued prosperity of the printing industry is assured and if you're wise you'll be one of those who profit.

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To Sell Printing Successfully

Shorter Week Fight Continues

Both Sides Gain and Lose. Outcome Still in Doubt. Strong Tendency Toward Open Shop Noted. Chicago Strike Settled

By J. N. CLIFFORD

FROM ten thousand to twenty thousand journeymen printers were on strike in 90 cities for the 44-hour week from May to June 1. The first figure is that given out by union officials, the second or larger number is that taken from newspaper reports. It can be definately stated that, including the number who walked out in Chicago May 2, the number is approximately 18,750. At least fifty per cent of this number had returned to work June 1, either on the old basis of 48 hours or on new contracts granting the shorter week.

Very few cities of any importance escaped trouble May 2. The largest strike was that called in Chicago, where nearly 5,000 union workers struck May 2. The wage scale for the old 48-hour week was in negotiation at the time. A decision May 3 gave Chicago employers the right to cut wages $4.35 a week, whereupon employers agreed to the 44-hour week, according to a previous contract. Pay for the 44-hour week is at the new rate of pay as decided for the 48-hour week. In other words, the 48-hour scale, decided May 3, continues for the 44-hour week. Both sides have gained a victory after a fashion and peace reigns in Chicago. The men resumed work Friday, May 6.

Open Shops Gain in Other Cities

No such easy settlement has been reached in other centers of trouble, however. The Employing Printers of America, the "Open Shop" organization, with headquarters in Chicago, is directing a fight against a reduction in hours in other cities and is rapidly recruiting shops for the "Open" division. In St. Louis, Toledo, Cleveland and Pittsburgh, the swing to the Open Shop has been very noticeable, in some of these cities practically ninety per cent of the employers throwing out the union label. In St. Louis 58 plants have signed an agreement not to deal with organized labor for one year. In Philadelphia 56 plants declared for the Open Shop May 24. Buffalo reports 17 plants taking the same action. In the Southeastern states 102 shops had on May 13 switched to the "Open" class. From the West coast comes a similar report. In Spokane at least eight shops have changed. Eleven firms in Fargo-Moorehead are advertising as Open Shops. Nineteen out of the thirty-two Closed Shops in New Orleans have agreed not to deal with the unions. Seven closed shops in Erie, Pa., are now open. In Denver 26 of the largest shops have become Open. Toledo now has 31 former Closed Shops listed as Open. In all, it is estimated that 400 shops have changed from Closed to Open.

It Interested President Harding

THE WHITE HOUSE
WASHINGTON

May 20, 1921.

My dear Mr. Treadwell:

The President has received the copy of the Ben Franklin monthly which you sent him and was interested in its contents. He asks me to thank you for your thoughtfulness and to wish you all possible success.

Yours sincerely,

Geo. B. Christian Jr.

Secretary to the President.

Mr. H. Lee Treadwell,
c/o The Ben Franklin Monthly,
27 Warren Street,
New York City, N. Y.

When H. Lee Treadwell, New York Manager for the Ben Franklin Publishing Company, sent President Harding a copy of the May *Ben Franklin Monthly*, Mr. Harding laid aside the cares of state to read it. Then he had his secretary, Mr. Christian, write the above note of appreciation.

Drastic Action by Curtis Company

Perhaps the most drastic action taken by any single employer was that of the Curtis Publishing Company of Philadelphia, which issued an ultimatum that striking pressmen return to work by noon, Wednesday, May 18. This the men refused to do and 700 pressmen were automatically fired. Arrangements to print the *Saturday Evening Post*, *Country Gentleman* and *Ladies' Home Journal* in Chicago and New York were made at once, with the result that no issues were "lost." Large advertisements in metropolitan newspapers are being used to recruit a force to take the place of those men who were released.

Co-operative Plants Threatened

Several moves to start co-operative plants for the benefit of strikers have been made during the last month. One of these was in Toledo and another in Oklahoma City. So far, the only one to materialize has been the one in Toledo where the Union has purchased the Sylvania plant.

Not all the trouble to arise over the 44-hour week came May 1. Existing contracts which extended beyond that period were ordered obeyed by officers of the International Unions. One of the cities where a contract existed

Continued on page 50

Pope's Poetry Applied to Printing

"Drink Deep or Not at All" Advised Bard and He Meant Printers When He Wrote It. A Message for Every Printer and Seller of Printing

By ROBERT E. RAMSAY

Author of "Effective House Organs"; Chairman House Organ Division, Direct Mail Advertising Association; Formerly Editor Advertising and Selling, Postage, Etc.

PERHAPS I am an iconoclast but I believe that every business article should have a text, something that the reader can grab onto in the first paragraph and with that in mind get what the author has been inspired, if you please, to write. You know every short story writer maintains that you must catch and hold attention in the first paragraph.

A classic of the story-writing field is the old familiar tale, to authors and would-be authors at least, about the man who had arrived who told the prospective writer that an essential of writing successful short stories was to *catch and maintain interest in the first paragraph.* A short time thereafter the youth returned with a story, the first paragraph of which read:

"Oh, hell!" said the Duchess as she raised her lorgnette.

And so the text of our story today is a true one and one that leads to increases in the sale of printing. It is Alexander Pope's familiar couplet:

"A little learning is a dangerous thing,
Drink deep, or touch not the Pierian spring."

And this is a story founded on fact, not fiction. It is a story that has a point for every printer and seller of printing who may read this publication. It is an old, old story in, we hope, a new, new way. For old Solomon was right ages ago when he said: "There is no new thing under the sun," or words to that effect, my Gideon not being handy this rainy morning that this is corona-typed.

"What has Pope's couplet to do with selling printing?" instantly interrupts the practical printer.

And here is the application:

How many of your customers or prospective customers have anything like a fair business library?

I have called on literally hundreds of firms, large and small, in the course of the last seventeen years, and while a great many of them have advertising managers, and several have advertising appropriations running into the hundreds of thousands, with a few into the millions, I tell you that very, very few of them have anything like a representative business book library.

"But what has this to do with Pope's couplet, or the selling of printing?" my practical printer friend again interrupts.

You may not agree with me, Mr. Reader, but I tell you that printing is printing in the main. Printing sales leave the competitive field only when you cease to sell printing and press impressions and sell *brain impressions.*

> "What has Pope's couplet to do with selling printing?" asks the practical printer.
>
> That's what Mr. Ramsay explains in this article. Read what he has to say and you'll find some thought nuggets that can be turned into gold nuggets.
>
> This is the second of a series of articles that Mr. Ramsay is writing for subscribers to *Ben Franklin Monthly.* All apply to practical salesmanship in the printing industry.
>
> —*The Editor*

What would you think of a magazine solicitor who came into your office and said: "We have just installed a nice new double-action printing press, and we want a page of advertising from you for the next number of the *Cosmopolmetropolis"?*

Or if he said: "See these beautiful halftone prints we used in our last issue? We have a new method of make-ready that makes the halftones stand out like four-color plates. Look at these proofs, they are some extras we ran last month, and give us an order"?

The magazine solicitor gets his business because he sells not press impressions but brain impressions. The shrewder he is the more stress he lays upon the reader-interest and dealer-impression value of his publication.

The magazine solicitor does *not* sell white space in these days of modern salesmanship in advertising, he sells the reader-interest of his publication. The printer can take a leaf out of his book, he can sell something else other than the mechanical presswork (just a moment, I am not belittling the value of worthwhile mechanical work, all that helps) he can sell *information* and the printing will come along with it.

Pope's couplet offers, therefore, an entering wedge for every printing house salesman who will but apply it to the sale of printing. It is so simple that I am amazed to have to report that so far as I can find out only one concern in the country is using it, and that is a far-sighted printer not many steps from Times Square, speaking street-wise, but many if you speak in terms of floors!

Every customer or prospective customer of yours needs to keep in step with all the latest things in business books and business publications, and the printer can logically do it for the customer, if he will.

"How?"

You have some certain customers, haven't you? You have others you want for customers. In all, there aren't a great many industries involved, I dare say. All right, I will assume for the moment that I am going to locate the printer who will apply this couplet of the old English poet in Jamestown, N. Y.

What industries are in that city?

Furniture factories, wood and steel. The only factory making steel office furniture. Textile mills. A novelty manufacturing concern. Some mills who do work for the automobile industry. Some small tool makers. Sheet metal working plants, and the usual small-town factories.

The salesman wishing to get the interest of the buyers

of printing in that territory, therefore can easily figure out what books and publications he must keep posted upon. The total cost will be very small and the time required to become familiar with them not over-long.

Now let's put the plan into operation:

In reading a copy of one of the printing-trade publications, for example, he learns that some other industry has made excellent use of a small booklet as "bait" for inquiries. With this information in hand, the salesman will look through the other books and publications he has at hand and loaded with all this data about the use of booklets for "bait" makes up a rough dummy, perhaps, calls on the local small-tool maker, or whoever he deems the most logical prospect, and a sale is consummated.

That is very briefly an attempt to apply Pope's couplet to one individual case. Multiply the cases and you will increase the orders. But remember that Pope's couplet distinctly puts into our minds the necessity for *thoroughness of knowledge.* Either to "drink deep" or "touch not."

The Opportunity of the Printer

In the books and publications of the business world there is stored literally thousands of years of experience, all of which are available to the printing salesman who will but buy them and study them. Take such a book as Tipper-Hollingworth-Hotchkiss-Parsons "Advertising — Its Principles and Practice." That book, the combined work of an expert advertising man and business-journal manager (Tipper), a professor of psychology (Hollingworth), the dean of the New York University School of Marketing (Hotchkiss) and the leading art and display specialist of the country (Parsons), is worth literally hundreds of dollars to every business man in the country. Several thousand copies have been sold, I presume, but I find it in only a few libraries of business offices.

Or to switch to the publication field for a moment, take *Printers' Ink*, it is a weekly (also a separate monthly now) of advertising. Its last circulation statement showed it had less than 19,000 circulation, as I recall it. Yet there are 33,000 printers in the United States alone!

How, assuming for the moment that printers only sent in subscriptions to that publication, which is, of course, far from the facts, are the 14,000 who are not subscribing expecting to keep in touch with the doings in the advertising world which is, in the main, the buyer of their product?

And what about the 160,000 advertisers and prospective advertisers, according to the McGraw Hill Company estimate?

The sale of business books generally, and business publications of all kinds, leads us unmistakably to the conclusion that all forms of advertising salesman are not following Pope's couplet. They are not drinking deeply.

"Oh! that's all right, but there are so many books!" interrupts my practical printer-friend once more.

"You are not original with that statement," I reply, "for Solomon said centuries ago, 'of the making of books there is no end.' "

The very fact that business men generally are not buying and using these high-powered tools of knowledge leaves the way open for the printer. And don't forget that the printer is the one open-minded, absolutely unprejudiced man in the whole lot of sellers of advertising, because whatever the form of advertising, some part of it at least is *printed.* Even though it is a wooden ruler, the lettering on it is printed!

I have had some little inside experience with business books. I called on one of the leading publishers of such books last week and he said to me: "Our first edition of a book of that class is 2,500 copies."

He referred to a work that has for its object almost openly the increase in the use of a certain form of printed matter.

"Is that so? How long has it been out?"

"About two years and we still have over 1,000 copies on hand."

"Then you have sold less than 750 copies a year for two years! Have you advertised it well?"

"It has been called directly to the attention of every leading advertiser and printer in the country, not once but several times."

Apply the Ideas You Find

Do you get the moral of that? It means that assuming the sale of that book was entirely to printers (which I found was far from the truth), less than five per cent of the total printers in the country had bought a book that was directly to their benefit. A book that could be utilized by every one of them to help increase printing sales.

If the printers and printers' salesmen of this country were to buy right this moment the one best book on general business and advertising and master that, with their customers and prospective customers in mind, do you suppose there would be a single one of them who would not get an idea that would be worth while for that customer or prospective customer?

Then another book could be bought and mastered and the ideas applied and *sold.*

All the time present-day happenings and experiences could be brought to mind by subscribing for the leading journals in this field, the names of which are known to all readers, undoubtedly.

Other Salesmen Alert, Why Not Printers?

The printer or printers' salesman, you see, could read a book once with the needs of a dozen (or many times that number perhaps) customers and prospective customers in mind and this in itself would mean a great saving of time to business in general. By this I am not arguing for the discontinuance of purchases on the part of business men, but I am trying to show printers how they can take advantage (legitimately so) of the lack of action on the part of business men generally.

When a printing salesman quits selling printing as printing press impression and starts selling *ideas* and *brain impressions* he gets out of the price class. The war and post-war period has "shot" almost all the stocks of advertising literature and the present "hesitating" period has not started a great revival along this line so that this suggestion to apply Pope's couplet about learning is particularly apropos.

You will find advertising agency men, space salesmen and all the rest of the field are reading up, learning, and getting facts and data to convince the prospect that this is the time and theirs is the way to advertise. Will the printers rise to their opportunity?

True salesmanship in the final analysis is true service. Printers can render a great service to prospective buyers by keeping them posted on business books generally and trade publications in particular.

Now for the exception I referred to earlier, the proof this plan works. He was not originally a printer. He was an advertising man and business executive. He took charge of the service end of a large New York printing plant. He has a good office, well equipped with business books. This man is familiar with what has been done, his own experience has been reinforced by the experiences of literally hundreds of others so that he has drunk deep of the "Pierian spring." His firm has clients all over the

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They Said It Couldn't Be Done

But Charley Howard Went Ahead and Did It Anyway, Awakening the Old Town and Incidentally the Rival Paper, With Profit to Both

By EDGAR WHITE

THE weight holding back too many towns is what the lawyers call precedent, and to which they attach an importance almost akin to veneration. And we small town fellows are loath to tread pioneer fields of endeavor, not knowing whither they may lead. We play safe, as we call it, rather than risk lurking pitfalls in unmapped territory. When somebody comes along and tries to show us a better way, or to start something new, we smile with the superior wisdom of long local experience, and predict disaster. So it was with us veterans of the weekly Macon *Republican*, when Charley Howard—I use the real name, as there is nothing to hide—came to our town and started "*The Daily Herald.*"

The town has 5,000 population and the county 30,000. For years the Macon *Republican* had been the influential and popular paper of the county, largely through the general esteem in which the editor and publisher—Philip Gansz—was held. I was sort of news editor and helper, and worked at whatever there was to do, under Mr. Gansz's direction.

Mr. Gansz and I were very indignant that an outsider should invade our field, and undertake to go us a dozen better. Of course, he was courting disaster, as we saw it. The town wasn't ready for a daily paper by a decade; telegraph and typesetting bills would absorb all the earnings, and there wouldn't be anything left to pay the butcher and so on.

Merchants Support New Paper

But we got a jolt when we learned the business men—long our friends and patrons—rather welcomed the "adventurer." Having no idea what it cost to get out a daily paper, they wondered why we hadn't given the service the new man proposed to give. That put it up to us. We had to play to his hand or get off the earth. The *Daily Chronicle* was launched by us about two weeks before the *Daily Herald* began giving the people glad tidings. Finally, the new editor threw his hat in the ring and the fight was on. He had a perfecting press and Linotype. Our press was an old-style cylinder, using flat paper, and our type was set by hand, because of a conservative foreman, who had figured we could get handset composition cheaper than machine work. The first week's bill for setting a four-page, six-column paper was $70. Next week it was worse. Then we ordered a Linotype machine.

The new man had the merchants spiked down for $5,000 worth of advertising contracts before he turned a wheel. We turned up our noses at such precautions. The *Daily Chronicle* should be so far superior to its contemporary as a newspaper that the dealers would fall over themselves to do business with us.

What Put the Herald Over

But things didn't work out that way. People said the *Herald* was the best paper, because it contained more advertising and local news. They'd pass up our carefully prepared feature stories that would have commanded a ready sale in the Sunday papers, and wouldn't read our literary stuff. The *Herald* was always discovering some local capitalist who was going to put up a new theatre or skyscraper building, or do some big thing for the town. The people read such stories with interest and they were the talk of the town. No attention was paid to our challenge for the proof.

Everybody talked about the *Herald*, its gossipy news and its splendid advertising patronage.

Our editor and publisher was finally taken down with nervous prostration. He had been trying to do five men's work. My part of the job was news editor, but I realized we had to meet our vigilant contemporary on a new tack, or go under. In our dignified way we hadn't gone after ads with a gun. If anybody wanted in we had space to sell—we were not going to beg anybody to patronize us. Two years of this policy brought us to the brink of the jumping off place. The people were friendly toward us in a patronizing way—but they gave the other fellow the ads.

A Constant Fight Necessary

Howard was a rattling good solicitor, and he generally had a man or two on his staff to stir up business. His theory was that a paper without ads wasn't any paper at all; that the readers instead of being bored by ads liked them, and measured the value of a newspaper as much by its advertising patronage as by its news. I have every reason to believe his theory sound.

When I took over the advertising end of the *Daily Chronicle* we began issuing a mid-week shoppers' edition. Our printers took extra care with that edition. The pages were larger, and the ads were set attractively. That was our first attractive return fire. The merchants were pleased with the service. But they didn't come in voluntarily—bless you, No!

Instead of burning the midnight candles on editorials and human interest stories I worked on dummies and suggestions for advertisements, which I would show the dealers the next day. Those things helped mightily, and soon we had all the advertising space in our mid-week edition taken. But the other days were nearly blank. Then we rigged up a Sunday market page, selling cards to grocers, bakers, fruit men and so on. That cared for the Friday page.

Constant Progress Ever Since

Our contemporary made a feature of special editions. We had derided them, claiming they were a bald attempt to replenish the cash box without any real return of advertising service. But on the occasion of the annual county banquet, we tried him a foot-race. Everybody in the county was interested in that banquet. It was a legitimate subject for a special edition. The *Herald* printed a double section of 12 six-column pages, mostly advertising. We printed a double section of 12 seven-column pages, practically all of them advertising, I am ashamed to say. I believe we did have a little reading about the banquet on the first page. But it was a contest for advertising, and the *Daily Chronicle* led by over fifteen columns.

But in that contest we won a victory I had not anticipated. Our rival called on me the next morning and proposed an armistice.

"I've demonstrated to you fellows that there's a place for a daily here," he said, "and for that you ought to

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Welfare Work in the Small Plant

Pittsburgh Concern Finds Size of Plant Does Not Prevent It From Promoting Efficiency and Loyalty Through Use of Interior Organization

By J. N. CLIFFORD

"OH, my shop is too small to try any of that welfare stuff," you say? Well give heed to a little tale of what one Pittsburgh printer has accomplished in his plant, employing 36 per-ons. Give heed, for not only is it interesting but it will prove that what one man has done another can do also ind likewise profit.

Every once in awhile some man omes along who disagrees with Chris Morley when he says, "The penalty of being a human being is other human beings." In fact, E. H. Sutton, of the Sutton Press, Pittsburgh, has reversed that very thought o that it now reads, "One of the joys of being a human being is other hunan beings." Mr. Sutton proves that ie believes it through the method he ises in conducting his plant.

Mr. Sutton, who, by the way, is lso president of the Pittsburgh Typothetae, claims that he had only the hought of increasing the profits of he Sutton Press when he inaugurated his plan, for, says he: "I am onvinced that the power of money s just as strong as ever. Our plan is ercenary, yes, but we all profit. We ll have a good time and it pays the utton Press, although it costs us housands of dollars for our share ward the expense." But mark this: e says "we all profit." Do you or nyone else think that the men comlain because the owner makes a ttle more money when they themselves likewise benefit? ot a bit of it. And do you think the Sutton Press comlains because it costs them thousands of dollars each ear? Not a bit of that either, for Mr. Sutton says, "It ays the Sutton Press." Such a plan is the only one that in be successful; one where both sides profit.

E. H. SUTTON

Now that your curiosity has been aroused, let us proeed to the details of the Sutton plan:

It can be divided into two parts, one of which has to o with an organization among the employes and the econd with profit sharing. The latter is a subject with hich most readers are familiar although the one under iscussion embodies some unusual features. The emloye's organization is more like that of a family. Thereii lies its success and therein is the reason why so many her plants can adopt a similar scheme. This organizaon among the 36 employes has its own seven-piece chestra. It has its monthly dinners and dances, most which are held in the plant itself. A caterer is brought to serve the dinner. The bindery floor is cleared for e dancing and the organization's own orchestra furshes the music. Employes are permitted to bring wives id sweethearts. In summer, picnics take the place of nners and dances. Theatre parties are also part of the in. The cost is not excessive for the total expense to e company is but one dollar an employe or $36.00 a onth. The employes have assessed themselves fifty cents a month and are glad of the opportunity. Executives and employes mingle on these occasions. If there is any disruption in the organization the bindery girl tells her boss her side of it, just as she would Mamie, her friend. There are fights in each family, yes, but they are seldom serious and so it is in this case. The Sutton Press organization might just as well call itself the "Sutton Press Family" and that precious word would be honored by such an association.

That for the organization among employes and owners.

The second or profit-sharing feature of the welfare plan of the organization also deserves considerable space, for, while other plants claim profit-sharing impractical and many of those who have tried it have discarded it, no such a possibility exists with the Sutton Press.

How is it done? Partly through this same family feeling engendered by the get-together meetings. Partly through the way in which it operates. In the first place, no set percentage of profit is given. This is distinctly understood among the employes. Then the small number of employes makes it possible to determine the amount each individual is to receive based on his or her efficiency. And that efficiency is kept at its highest because the more efficient a person is the more that person receives and the more efficient all are the more for all.

A percentage of 100 is given each employe at the beginning of each bonus period—there are three such periods in each year. Deductions from this percentage are made because of inefficiency, for tardiness and for absence. No deduction is made when infractions of the rules come about through good and legitimate reasons. One of the surprising things is the high percentage each employe has at the end of each period. The three periods are arranged so that the money will come when most needed: April 15, to be used for vacations; August 15, for use during the fall and winter months; and December 15, for the Christmas stocking.

"Like the Sutton Press?" you ask an employe. "You bet I do," comes the answer. "Want to leave?" is the next question. "Leave! I should say not. Say, what are you trying to do? Kid me? There isn't a better place under the sun than right here in this little ol' shop." That's the spirit that exists in this one plant. And it is proved by the fact that one year ago, when it was decided to change the plant from "open" to non-union, two union employes gave up their cards to continue working for "this little ol' shop."

Of course, the plan is mercenary, but it is mercenary in the sense that owner and employe both get more money for what they put into their work.

If you want to find out if Mr. Sutton believes it's worth while, just ask him.

Those Were the Good Old Days!

But Who Wants Them Back? Some Reminiscences Which Should Bring You a Smile and at the Same Time a Hint of Great Value

By CECIL H. WRIGHTSON

MOST of my early recollections of life are connected with a printing establishment, where, as an immature lad of tender years, I was required to manipulate a certain roller, with which I inked a form on a hand press. The roller blistered my palms so that I became dexterous in handling it in such a manner that the sore places would get no friction.

In those days the small printer went down on his knees and offered up a heartfelt prayer of thanksgiving every time his wife presented him with a son. If the vernacular of today could be applied to those times, his reason for this was because he looked upon each addition to his offspring as a potential reduction of his overhead, for, paradoxical as it seems when surveyed from a modern viewpoint, the larger the proprietor's family the less his expenses for outside help, and, consequently, the greater his opportunity to underquote his neighbor.

My father should have been very successful as a business man, because of his seven sons and three daughters, but, unfortunately, his competitors had even greater families, and although we worked seventy and eighty hours a week our prosperity was negligible.

I can call to mind some of our competitors in my childhood. There was a Mr. Carte, who had in a store window a number of job presses, each "kicked" by a vigorous young man. I always experienced a nervous feeling when I had occasion to pass this store, much similar to the feeling I experience today when I pass a ferocious house dog which strains murderously at its chain in an endeavor to get at me and rend me limb from limb. Another competitor, Stead by name, conducted his printorium in a mysterious cellar, having had the audacity to open up almost in the same block on which my father had been established for fifteen or twenty years.

There was another competitor whose printship was out in the back of the building somewhere, mysteriously hidden from the casual observer who might have noticed a glass show case of specimens ensconced on the wall of the hallway leading to the plant hidden in the rear. This man was one whose name fairly stunk in the nostrils of our family, because he was reputed to be a successful printer. He failed eventually, however, after he lost a certain city printing contract, which we took from him on a lower bid.

My elder brother, who made the prices which got us this three-year contract, remarked at the time the work was awarded to us that every printer who had had the city printing had gone bankrupt. Three years later we were ready to give up the ghost ourselves, but whether our collapse was attributed to this hoodoo I do not recollect.

We considered our competitors as personally corrupt, and shunned them as a pestilence. A suggestion to borrow something we needed from a competitor would have been received in my family with howls of derision. We would rather cross the road than pass a competitor on the sidewalk. We hated him so much that to cut his prices and take his work was our chief joy in life. Nothing was so virile as our hatred of him unless it were his intense dislike of us. We were mortal enemies, anxious to do each other harm at every opportunity.

Such was the old way of running a printing business, and as a consequence there existed no prosperity. The printer was classed with the saloon at the bottom of the list as a business risk, and his chance of borrowing money was about as great as a consumptive's chance of getting life insurance.

What a remarkable change has taken place in recent years! Altruism has taken the place of hatred; the despised competitor has changed into the brotherly cooperator. The modern printer is something more than a workman. His manual skill is supplemented with a mental dexterity. He works less from his shoulders down and more from his shoulders up. He believes in the old adage, "United we stand; divided we fall." He sees farther than his own printshop, and visualizes the whole industry. "Ye must give if ye shalt receive." He gives of his time and thought unstintingly to the industry; ready to help his competitor in every way, and especially the newcomer who is struggling to get established. He is a member of the Typothetae, attends its meetings, sits on its committees and does his share in directing its efforts. He meets his competitors frequently, discusses fearlessly his customers by name, and lays his cards on the board for all to see.

The printer of today is a man of courage because of his changed viewpoint. He knows that he is as necessary to the community's wellbeing as is the physician or the dentist. He does not have to apologize for existing, for he feels that the world is a much better place for his being in it, and recognizes printing as the great foundation on which everything that pertains to civilization rests. Learning and information are entirely dependent upon it.

The modern printer has found for himself a niche in the hall of fame and has lost no time in placing himself therein. He is now living up to the reputation he has created for himself. He no more fears his fellow printers than a physician fears the other doctors in his vicinity.

The printer gives a priceless service to the community and exacts in return a living commensurate with his abilities, and he knows there will always be a living for those engaged in the industry because printing is a necessity that must be adequately recompensed.

When a district conference or international convention is announced he invariably takes the necessary time to attend it, considering it the most interesting of his relaxations. These journeys frequently mean a considerable outlay of money and valuable time, but the results always pay back the expenditure many times through the ideas gained.

Nothing gives him more pleasure than an association meeting. His business being his chief interest in life, it is not remarkable that he is never tired of discussing it with those who are similarly engaged. To those with more experience than himself he is an ardent listener; with the newcomers he is ever ready to talk over his experiences and, where possible, give them pointers.

Plans to celebrate the 150th anniversary of the adoption of the Declaration of Independence, falling in 1926, are already under way by the United States Chamber of Commerce. The celebration will be held in Philadelphia.

Pittsburgh Now in the Forefront

Efforts of Typothetae Bring Unlooked For Results. Work Grows in Magnitude until Association Now Stands Among Leaders

By C. J. NUTTALL
Managing Editor *Ben Franklin Monthly*

"COME right in," said Hooper P. Hogan, secretary of the Pittsburgh Typothetae, when informed that I wanted an interview concerning the work of the Pittsburgh Typothetae. And in I went. The occasion was a recent visit to the Smoky City.

"Tell me something of what Pittsburgh is doing for the printing industry," I said. What follows is the result of that interview.

We won't delve into past history. Let it suffice that on March 1 of this year the Pittsburgh Typothetae had 76 members. May 1, two months later, it had 151. Just as significant is the fact that a survey taken by the United Typothetae of America two years ago showed Pittsburgh printers making an average profit of 3.8 per cent. This year they will make over 15 per cent. Pittsburgh paper merchants report all printers paying their bills promptly, and some companies which have not discounted their bills for twenty years now take advantage of the discount. That stands for the financial side of Pittsburgh's printing industry today.

HOOPER P. HOGAN

How has this been accomplished?

Mainly through an organization whose vision has been wide enough to take into the fold those printers in isolated cities and towns as far distant as fifty miles from Pittsburgh. Through an organization whose departments, educational classes and personnel rank with any association in any city. Through its officers, who are E. H. Sutton, President; W. L. Golder, first vice-president; B. F. McPherson, second vice-president, and A. S. Dick, treasurer, not forgetting Mr. Hogan, the secretary.

The combination of all these has resulted in making the Smoky City, once the bane of all printerdom, a place whose industry can well be taken as a pattern by all other cities.

Its Quarters

The Pittsburgh Typothetae occupies 12,000 square feet of floor space on the eleventh floor of the Century building. This is divided into offices and an assembly room. In the latter, educational classes are conducted. In the former, the departments dealing with labor, credits, costs, organization and education are located.

The personnel which handles the details of the association is made up of Mr. Hogan, Frank A. Hill, assistant secretary; C. J. Porter, cost supervisor; W. C. Moyer, assistant cost supervisor; Miss Laura Berry, office manager; Miss Nellie Cowan, credit manager, and Miss Clair Meisen, employment manager.

The territory covered by the Pittsburgh Typothetae makes it necessary that branch educational classes be held. These, known as "divisional" classes, are now conducted in East Liberty and Greensburg every Monday night. Other classes are contemplated. So far, the only group organized has been that in East Liberty. Members in distant towns come in to Pittsburgh for the monthly meetings, while local meetings are held from time to time by the secretary and president. The towns coming under Pittsburgh's jurisdiction include:

Ambridge, Apollo, Belle Vernon, Beaver, Beaver Falls, Bellevue, Blairsville, Brownsville, Butler, Carnegie, California, Charleroi, Connellsville, Coraopolis, Crafton, Derry, Donora, Duquesne, East Pittsburgh, East McKeesport, Elizabeth, Ellwood City, Fayette City, Freedom, Freeport, Greensburg, Homestead, Indiana, Irwin, Jeannette, Kittanning, Latrobe, Leechburg, McKeesport, McKees Rocks, Monaca, Monessen, Monongahela, Mt. Pleasant, New Brighton, New Castle, New Kensington, Oil City, Pitcairn, Pittsburgh, Rochester, Scottdale, Sharpsburg, Sewickley, Tarentum, Turtle Creek, Uniontown, Vandergrift, Verona, Waynesburg, Washington, West Newton, Wilkinsburg, Wilmerding, Wheeling.

Covers Immense Territory

The district thus covered includes more than 590 printing plants, producing approximately 17 million dollars' worth of printing annually. Fifty-nine cities are included. While these "outlander" towns comprise the Western Pennsylvania Typothetae they, in reality form a part of the Pittsburgh Typothetae. Seven directors, one each from the towns of Washington, McKeesport, Wheeling, Tarentum, New Castle, Greensburg and Rochester, aid the fourteen Pittsburgh directors in guiding the association.

The men who make up the committees are:

Closed Shop Committee—F. B. Downey, chairman; John Gwyer, W. O. Beck, J. L. Stewart, A. C. Held, Geo. J. Abdou.

Open Shop Committee—E. J. Cyphers, chairman; J. H. Cramer, J. N. Simpson, C. C. Myers, Duncan MacDougall, W. C. Bletcher, W. H. Frederick.

Membership Committee—W. P. Gregg, chairman; J. H. Buerger, E. G. J. Gratz, J. T. Fuhrman, I. L. Marshall, H. C. Miller, T. E. Keil, B. F. McKee, Pittsburgh; L. R. Cramblet, McKeesport; W. F. Wertz, Greensburg; W. B. Hilton, Wheeling; C. P. Howe, Tarentum; C. W. Retzer, Rochester; A. C. Street, New Castle; L. K. Ward, Washington; J. C. Lewis, East End.

Entertainment Committee—C. A. Riddell, chairman; T. D. Harman, E. G. J. Gratz, J. W. Jackson, G. A. MacGregor.

Trade Relations and Fraternal Committee—W. H. Frederick, chairman; A. C. Held, A. R. Geyer, T. E. Siviter, R. W. Neyhart.

Educational and Apprenticeship Committee—R. L. Forsythe, chairman; G. R. Dorman, Albert Ebaugh, G. A. MacGregor, B. F. McKee.

Credit and Collection Committee—C. F. Warde, chairman; R. D. Clarke, E. E. Daugherty, J. C. Bragdon.

Machine Composition Committee—F. H. Freuden, chairman; J. L. Stewart, J. T. Fuhrman.

Platen Press Committee—J. M. McElvany, chairman; J. B. Kreider, Albert Haberstich, T. F. Challinor, J. P. Killeen.

Cost Bureau Committee—W. C. Bletcher, chairman; J. W. Jackson, C. A. Whiteside, G. Golder, C. V. Ebaugh.

Resolutions Committee—W. B. McFall, chairman, Robt. Rawsthorne, Wm. Tonat.

Conciliation and Arbitration Committee—John Gwyer, chairman; H. P. Hogan, A. H. Seyler, T. E. Keil, Duncan MacDougall.

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For The Modern Service Printer

A Department Devoted to the Interests of the Progressive Printer Who Is Interested in So-Called "Service Printing".

By PAT KAY

ONCE during a wave of enthusiasm, we sold a man a series of six mailing folders, five hundred of each. He was in the plating business and wanted to develop some new accounts as well as arouse old ones.

Previous experiments with two or three folders had been sufficiently successful to make him and ourself feel that a series of six would bring very satisfactory returns.

Six good mailing folders were designed. Copy was prepared. They were printed and delivered to him. We believed that a few weeks would find him rushed with business, ordering new equipment and eager to enter upon a large and profitable campaign of direct advertising.

Other matters of weight, more or less, occupied our attention for a while and not until about eight weeks later did we descend upon our friend.

Business was fair, he said. Had the folders produced any business? Oh, some.

Well, let's prepare another series and go after business again. Then the truth came out.

He still had four of the six lots of folders and part of the fifth. Only the first lot of folders and part of the second had been addressed and mailed.

One might say that was not our affair. Our services had been accepted and due payment had been made. But his neglect was our business, for as long as he held any quantity of his first series of folders he was not in the market for any further direct advertising. Further, until he had made proper use of his direct advertising he would not have full faith in it and would not be a regular user, and a source of legitimate profit to us.

That experience was a warning. If we have any doubts of a man's ability to mail promptly such direct advertising as requires timely use, we assume the mailing responsibility ourself.

It is not necessary to do the addressing yourself. Turn that end of it over to a reputable addressing house. Let them bill their work direct to your client or through you. But do your utmost to see that the direct advertising does reach the persons for whom it was intended.

No man has an appetite for more when what he has previously bought is still unused.

Getting Interest in Advertising Copy

IT IS the tendency of the business man (and this goes for most of us as well) to use routine sales arguments in his direct advertising. In merchandise made in similar forms by many firms it is natural for each advertiser to tell why his is best according to the accepted standards of comparison.

Repetition of these sales arguments by the several competing firms leaves the points rather blunt. They become prosaically standard and the reading public learns to know them (and yawn over them) as such. But the dullest subject is dull only because the unused interesting points are neglected.

Advertisers are learning to make their subjects interesting and three examples of this growing practice have recently fallen into our hands:

The File in History, issued by Henry Disston & Sons of Philadelphia. To us files have always been files. Of course, purchasing agents and shop men knew some files were better than others, but by the great public whose seemingly negligible purchase of odd files runs up into a large amount, files were purchased about as the hardware man handed them out.

Disston's booklet tells about files in a way that lends color and romance to their origin and development. It starts with the abrasive stones used by prehistoric man and leads to the most delicate watchmaker's file of today.

It is my belief that any man who reads this booklet will always think of Disston when he thinks of files. Disston has made the file interesting.

The Wearever Kitchen tells the superiority of aluminum for cooking. It suggests experiments and tests to prove its claims. Any housewife can appreciate the logic of the tests and while they probably apply to any good brand of aluminum kitchenware—it is an average certainty they help to fasten *Wearever* in each reader's mind.

Rhodes Colossus. Editor Elmer R. Murphy (incidentally president of James H. Rhodes & Company) builds a fascinating magazine on the subjects of sponges, steel wool, felt, polishing materials and the lives of his employes and customers. You'll find this house organ interesting whether or not you buy Mr. Murphy's wares. And when you are concerned in the purchase of his wares you'll be able to buy them with greater intelligence than before and with a feeling of confidence in James H. Rhodes & Company.

To the man who cannot find or be shown the interest-arousing possibilities in what he has to sell, should be shown these three specimens.

It's the Preparation That Counts

A GOOD piece of printing is made before it reaches the shop. The ablest comp. cannot make a catalog sell its contents and the finest makeready will not put attraction into an illustration that is poor in the original.

In the successful booklet there is interesting copy, printable engravings made from attractive photos or drawings and careful layout. With these you can apply the skill of your craft and produce a job that will bring returns.

That is where the *service* printer succeeds. If he does not prepare the literature himself he shares in the preparation and when the material reaches *his* shop it has the possibilities of a successful job.

Return Post Cards

THERE are two types of return post cards. One is the *separate* card, inserted loose or held by a small gummed seal or clip. The other is the *attached* post card, being part of the folder or broadside, perforated to make detachment easy.

People who have experimented with both tell us the *attached* card possesses the stronger appeal. They say more people are moved to tear off and use the attached card than the separate one. They cannot explain why but if it is so, let us take advantage of human nature and use the attached card.

Trade Compositors Plan Convention

THE Trade Composition branch of the U. T. A. will hold its anual convention in Toronto, Thursday and Friday, October 20 and 21. An entertainment program including a trip to the Muskoka Lake region and Niagara Falls has been planned.

"Say What You Please, Pat"

Thanks, kind readers, for your cordial reception of our page in last month's issue. Thanks, too, for the contributions. If you will but continue your offerings the arduous task of preparing this page will be greatly lessened—and we dislike work.

Great Limerick Contest

A contributor suggests we have a limerick contest and sends the following for a starter. A prize of half an egg is offered for the best last line.

It makes no difference how you make
Your most delicious jelly-cake,
'Cause when I eat
So sweet a treat
. . . . . .

Fiction

Dear Mr. Printer:

Attached is copy for a thirty-two page and cover catalog. The layouts are carefully made and all the copy is typewritten. Use the best enamel and cover stock you deem advisable and handle the job as you think best.

We want the job when you are able to deliver it.

Charge us at your regular rates of cost plus a fair profit. Yours very truly,

. . . . . .

Back in the Dark Ages of Printing

Here you may read, word for word, the text from a post card recently mailed to Chicago publishers by a West Side printer:

Do you like to change your Publication Printer?

WE ARE NOW EQUIPPED TO PRINT ALL YOUR PUBLICATIONS

Dear Sir:
Some time ago we have taken up few publications which we have met with a great success, accomplished without any difficulty and have NOW determined to go into the publication field exclusively. We own the building and are out of High Rent District. May we get an early interview? and oblige, we beg to remain.
Yours very truly,
(Printer's name omitted)

For years the printing craft has labored to free itself from the curse of the "lower price" argument, yet here it bobs up as the basis of a pseudo-advertising appeal from a firm of pretended size, sufficient to print publications.

We have struggled to educate the user of printing to a faith in the intelligence of present-day printing service, yet here is a card of some seventy-nine words which contains a dozen violations of business English and punctuation.

Do you shriek with joy at the thought of how the price appeal will aid *you* in selling at cost plus profit? Do you thrill at the thought of how this printer will *improve* on the typographic excellence of whatever fortunate publication he prints? Do you join in a rising vote of thanks to him for his aid in the general elevation of our humble industry?

Do you?—neither do we.

Buffalo Helps Us Out

A. B. F. (Buffalo) comes through with the first poem on the print-shop towel.

THE PRINTING OFFICE TOWEL

The office towel was leaning there
Against the ink-stained wall,
Its joints quite stiff with age and things—
It really couldn't fall.

The telegraph announced the death
Of one to fame well known,
And so upon the office front
Deep mourning must be shown.

But what to do? With coffers bare,
How could the crepe be bought?
It couldn't; but a massive brain
Evolved a happy thought.

"What! Ho! there, kid! bring me an ax,
And I will ribbons make
From yonder towel of vintage old
(Unless the ax should break).

"We'll not be pointed at with scorn
For lack of due respect,
So long as this strong arm can wield
An ax with good effect."

The ax was brought and that brave lad
Began a fierce attack
Upon the towel that for so long
Had been the blackest black—

The towel which, tradition said,
Had once been almost white,
But which now lacked a single spot
Of color that was light.

'Twas cut in strips and nailed about
The printing-office door,
And served its purpose well indeed—
No use to worry more.

The opposition down the street
With envy turned quite green,
For that old rag made far the best
Display of mourning seen.

Very good. We have in mind another poem on the towel. Who has it?

Pests We Can Do Without—

The salesman who takes up our time pulling out sample after sample after he has been assured that there is nothing we need today.

The society leader or school teacher who wants a sheet of cardboard, and finally takes one after you have hauled out two or three sample sheets. Then, to add insult to injury, she has it charged.

Overheard at a Meeting

"How many people working at your plant now?"
"Oh, 'bout half of them."

Must lay aside our quill now and meander over to the garage to see what the repair man has found wrong with our flivver. Sounded like asthma and acted like rheumatism. There's always something wrong with that flivver. If we ever learn to understand its innards we'll feel accomplished. Life never goes stale to a man what owns a flivver.

Pat Kay

Some More "Service" the Printing Buyer Wants

A RECENT issue of BEN FRANKLIN MONTHLY contained an article by Robert E. Ramsay entitled, "Service the Printing Buyer Wants." P. O. Pederson, sales manager of a large middle west manufacturing company, read the article and has added his own version of what he, as a printing buyer, expects of salesmen. Mr. Pederson says:

"I have been reading articles in various trade journals lately on the subject of "Service the Printing Buyer Wants" and it seems to me there are still other items that influence the printing buyer besides those I have seen mentioned.

"I have often felt the need for assistance in buying printing and I naturally turn to the salesman who happens to have my confidence. I may have a piece of work that I want for a certain purpose and I may be undecided as to how it should be made up, what quality of paper, what colors of ink and so on, and naturally I am concerned about the approximate cost.

"When a case like that comes up I want to turn to some printing salesman whom I can depend on to give me good advice. I want to know that what he tells me is his honest opinion, and, of course, I want to know that his opinion has some value. I want him to be big enough to forget for the time being that an order is at stake, because that question is not up for decision then.

"I want to know that when the work is turned over to him he will see that it is executed as it should be at the proper time. I want to feel that when I have finally delivered the copy and instructions to the salesman then he is responsible for what follows. Finally, I want to feel that he represents his firm in such a way that I can absolutely depend on receiving the kind of service he promises me.

"When you analyze the foregoing you will see how important it is for a good and capable printing salesman to be connected with a capable printing plant organization, for, after all, he can't 'deliver the goods' to me unless he is backed up wholeheartedly in his efforts to serve me.

"To properly serve his customers, a printing salesman needs to be well balanced, so that he does not make rash promises which can't be carried out. He must have convictions and have the moral courage to stick to them until convinced they are wrong; in other words, he ought to be a good business man properly to serve his customers."

Make Sure You're Within the Law

PRINTERS, being at a loss to know just what are the rulings of the United States Revenue department as to taxable tickets for entertainments, are being furnished with a ruling at the present time. The printer is obliged to report to the revenue collector the name and address of the buyer of ticket printing jobs, the quantity of tickets furnished and copies of the tickets. Tickets, it is stated, must in every instance show the admission price, the tax and the total price. It is not permissible to print statements such as "Tickets 25 cents, war tax included." This ruling prevents the use of the plan of simply using different colored stock for printing tickets bearing different prices of admission. Whenever a customer claims exemption from the amusement tax feature, the printer must be furnished with a certificate to that effect, this being signed by the collector. Another feature of the ruling is that when a dance is held and women are admitted free on men's tickets, a tax of 10 per cent must be paid for the woman, computed at the price of the man's ticket. The penalty for printing admission tickets that are taxable, and failing to report to the collector is a maximum of $10,000 or a year in the federal penitentiary or both.

How Do They Do It?

By J. N. Clifford

A PRINTER-FRIEND of mine was hanging up the phone receiver just as I entered his office. There was a broad grin on his face.

He turned and said, "That's too good to keep. I was just talking to (naming a printer in a small town thirty miles away). The Ladies' Aid of the —— church has a cook-book it wants printed. The job is too large for my plant. The order is for a thousand books of thirty-two pages and cover. All the ads, amounting to about five pages, have to be set as well as the type for the remaining thirty-one pages. When I called —— and told him I had a job for him and wanted a price, he asked, 'How many pages and how many copies?' I told him and without a minute's hesitation he said the price would be fifty dollars. I'm not kicking, for I'll tack on an extra twenty-five dollars for the order and the Ladies' Aid even then will get the job for fifty dollars less than it's worth. What I'm wondering is how in the world —— could give a price over the phone without even seeing the job and without any more information than the number of copies and number of pages." The grin was still on my printer-friend's face as I backed out of the office and I couldn't help snickering a little myself.

Publishers Start Fight for Open Shop

BUSINESS managers and publishers of daily newspapers operating in all parts of the country under open shop conditions have organized an association to be known as the American Open Shop Publishers' Association. E. J. McCone of the Buffalo *Commercial* is its chief promoter. Officers of the organization are:

President, Harry Chandler, Los Angeles *Times;* vice-president, D. D. Moore, New Orleans *Times-Picayune*, secretary, E. J. McCone, Buffalo *Commercial;* treasurer, C. A. Finnegan, Buffalo *Commercial.*

For directors of the association, the following were elected, subject to acceptance by those who were not present at the meeting:

Harry Chandler, Los Angeles *Times;* D. D. Moore, New Orleans *Times-Picayune;* C. A. Finnegan, Buffalo *Commercial;* W. L. Tobey, Hamilton (Ohio) *Republican News;* F. B. Shutts, Miami *Daily Herald;* W. G. Johnson, Jackson (Miss.) *Daily News;* J. H. McKeever, Aberdeen (S. D.) *Daily American;* E. P. Neil, Aberdeen (S. D.) *Daily News;* C. H. Akers, Phoenix, Arizona, *Gazette;* E. S. Woodruff, Salt Lake City *Desert News.*

President Harding to Open Chicago Exposition

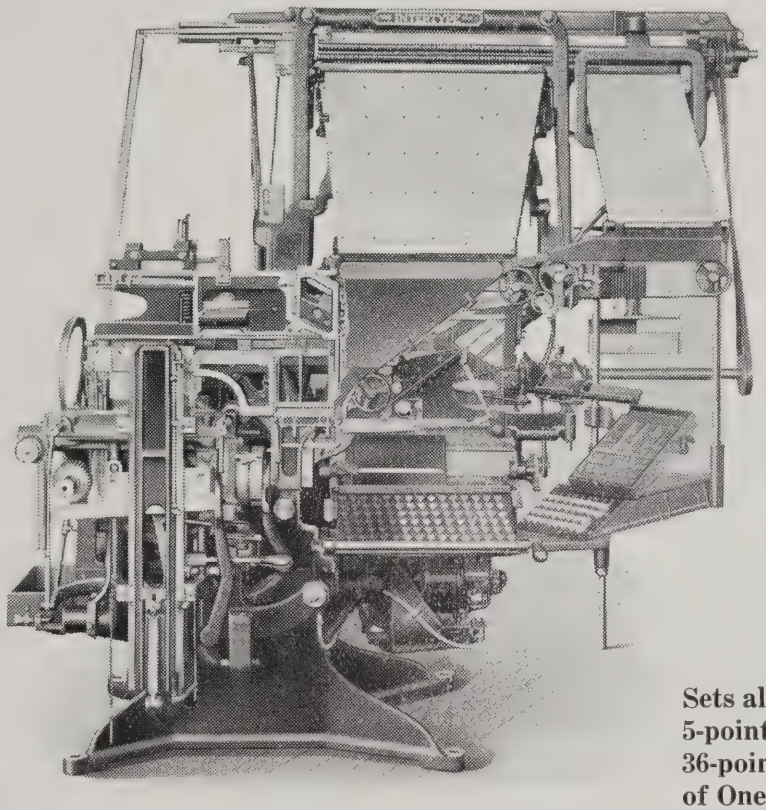
WARREN G. HARDING, president of the United States, will open the Graphic Arts Exposition to be held in the Chicago Coliseum, July 23 to 30. A committee of members of the International Association of Printing House Craftsmen called on President Harding, May 2, at which time Mr. Harding promised to open the exposition in person if possible and if this is impossible, to open the exposition by pressing a button at the White House at the appointed time. Those who called on President Harding were: William R. Goodheart, second vice-president of the International Association; John J. Deviny, treasurer; H. A. Sackett and E. J. McCarthy of Chicago; John Clyde Oswald and Meyer F. Lewis of New York.

New Chicago Paper Directory Published

THE sixth edition of the Ben Franklin Chicago Paper Directory and Price List was mailed to Chicago buyers of paper late last month. Numerous changes in the paper market — mainly of a downward character — make the present issue of the book of great value to those who buy paper from Chicago's merchants.

INTERTYPE

"THE BETTER MACHINE"



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The highest type of line casting composing machine combining simplicity, accessibility, dependability, and Real Non-distribution

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160 Madison Avenue, Memphis, Tenn.

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86 Third Street, San Francisco, Cal.

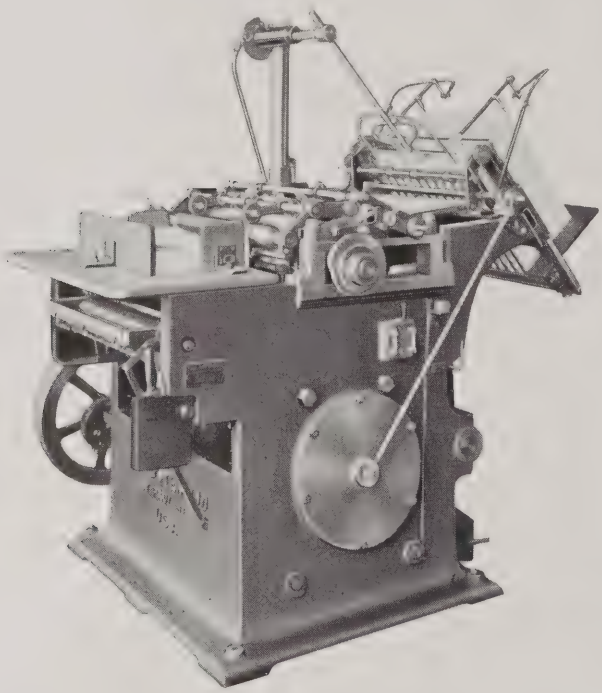
MILLER & RICHARD, Canadian Representatives

To "Make Money" Means Nothing— To *Save Money* Makes for Success

—AN ADVERTISEMENT—

IT IS the avowed intention of every artist to be the best artist in the world, and every picture he produces from confines of his mind's eye, or from any subject, is the best that he can do with the facilities at hand. Now, printers are artists, and every printer will admit that he or she is the best printer in the world. Don't spoil your picture by trying to print it with flat impression. Use a cylindrical platen and bring out the details. It's the finishing touches and the color that made Wallace Nutting famous.

When you think of printing presses,
Think of the Osterlind.
When you think of Job Printing,
Think of the Osterlind Job Printing Press.



When you stop to think of those printers who are the most successful; do the largest volume of work; do the really high-grade printing; do it for less money than you can, and *save more* money out of their efforts (with all of their big overhead and operating expenses) *than you make*, use your head, the way is open to you. Sheet size, 3x5 to 12½x19; type size, 11½x18; speed, 4,000.

We make the Osterlind Job Press so good, so accurate and they run so fast that you can do good printing fast and accurately at one-third the cost of production on automatically fed platen presses. Now, that two-thirds saving don't necessarily all go to the buyer of printing, it stays to your credit at the bank.

If your cost of production is high in your commercial press room, for relief tell your troubles to the Osterlind Printing Press & Manufacturing Co., 512 Endicott building, St. Paul, Minn. Write for Circular 12. Sold on liberal terms.

—AN ADVERTISEMENT—

Legislation Threatens Trade Organization

THREE bills are before the Illinois legislature which will seriously affect the printing industry if enacted into law.

The women's eight-hour bill provides heavy penalties for the employment of females more than eight hours in any one day, or 48 hours a week. Women proofreaders or bindery workers can not put in a minute's overtime, if the bill becomes a law. Substitution of male for female employes will be necessary, in the opinion of those who have studied the bill.

The minimum wage bill, under which the governor appoints a commission to determine the minimum wage to be paid women employes in each industry, was thought to be buried in committee, but it is now before the senate for adoption.

The commission will be empowered to make a minimum for various classes of female labor in East St. Louis, for example, and an entirely different minimum for Chicago or Springfield.

The third bill, intended to eradicate combinations in restraint of trade, provides drastic penalties for the circulation of price lists with intent to fix or regulate prices or to restrain free competition.

Former Judge Alfred E. Ommen, of New York, counsel to the United Typothetae of America, and Chester Arthur Legg, general counsel to the Franklin-Typothetae of Chicago, have considered the last-named bill, and the legislation committee of the Chicago body, through Chairman William C. Hollister, will possibly suggest amendments which will enable the printing trade organizations to continue their educational work as heretofore.

Annual Election to Be Held June 16

OFFICERS of the Franklin-Typothetae of Chicago will be elected at the annual meeting of the organization to be held June 16. The place of meeting has not yet been decided. Nominations will be made by a nominating committee made up of J. Harry Jones, of Marshall-Jackson Company; T. H. Faulkner, of Faulkner and Ryan; N. I. Wombacher, Standard Typesetting Company, and J. A. Williamson, of the Workman Manufacturing Company.

Anti-Monopoly Bill Signed

GOVERNOR MILLER of New York has signed the Meyer-Martin bill amending the Donnelley anti-trust law to provide for criminal prosecution of monopolistic combinations such as are alleged to exist at present between the Photo-Engravers' Unions and their employers, under the terms of which prices for the product are dictated by the workers.

To Start Standard Price List Class

A CLASS to study the Standard Price List as issued by the United Typothetae of America probably will be formed this month under the auspices of the Franklin-Typothetae of Chicago. The object will be to make Chicago printers familiar with the use of the "Black Book." Teachers from the research department of the U. T. A. will have charge of the class.

FRANK C. DRAKE COMPANY

PRINTING AND LITHO. INKS

1445 LARRABEE STREET

PHONE DIVERSEY 6083

Propose Unemployment Insurance in Wisconsin

LEGISLATIVE action which will interest employers in all states was taken late in May when the senate committee of the Wisconsin legislature passed favorably on the Huber-Commons unemployment bill. The bill as prepared by Dr. John R. Commons of Wisconsin University proposes to insure workers against unemployment at the cost of the employer. The bill provides that a mutual insurance company must be formed by all employers with more than three employes. If a worker is laid off insurance at the rate of $1 per day is to be paid for from 6 to 13 weeks, provided the worker has been in the employ of the plant for what may be deemed a "permanent" period. The present bill was introduced early in May, after the original draft was severely criticised by insurance and other experts. The original provided a rate of $1.50 per day. The new bill leaves it to the discretion of the Wisconsin Industrial Commission to put off its enforcement in some respects until times are easier in the industrial world.

Action in Wisconsin will be followed by similar moves in other states. While not yet passed it seems probable that the senate and lower house will act favorably despite the vigorous fight being put up by employers, including print shop owners. The bill has been classed as an attempt at "alms-giving," under the guise of insurance, and the opposition asserts it would be conducive to unemployment, rather than the other way about. Unfavorable results in Italy and England, with similar projects are pointed out.

Keeping Your Business Card in the Running

"THERE'S something about his attitude that makes you pull up short. There in his hand is a familiar bit of cardboard—is it—oh, yes! It's your card! Mr. Bluebottle returns to his post as 'tiler' of the 'main office' and hands back to you the very card you had asked him to deliver to Mr. Gillfinkle." So read an article in the May BEN FRANKLIN MONTHLY.

The mortifying experience of having his card returned to him is a common one to the man who sells. How to get the prospective customer to keep the card for its advertising and reference value is a problem that has been successfully solved by the Austin Printing Company of Chicago. This concern makes a blotter out of its business cards. All the information that usually appears on the regular business card appears on one side of the blotter, including the representative's name and a small picture in colors. The size is the same as the regular card—3¾x2¼. Its utility and novelty make it stick with the man to whom it is sent.

Production Shows Upward Trend

PRODUCTION in the printing industry is on its way back to normal, according to a chart compiled by the department of research of the United Typothetae of America.

Last October saw the high point of production reached when the index number was 108.558. After a decline to 97.669 in November, a rise to 105.052 occurred in December. Then a rapid decrease took place until during February the lowest point was reached at 74.956. The March index figure is 82.004. A slight increase occurred in April, although figures are not yet available. May will show a decided decrease, due to the printers' strike.

ANNOUNCING THE

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100% Different 100% Efficient

SAW TRIMMER

will be exhibited at the
Graphic Arts Exposition
Chicago, July 23-30

Space No. 26

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KALAMAZOO, MICH.

N. B.—Some good territory still open for high-grade sales representation.

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Always ready to serve.
Inks that are right. Machines that are true
We have so much faith in our

Rutherford Forty Black

That we intend to keep after the printers throughout the country until it is established in every printing office.

Rutherford Forty Black

sells at 40c per lb. in lots of 25 lbs. and over.

We also have faith in our

MIRACOL

that wonderful ink reducer which sells for 75c per pint can, $3.75 per gallon.

Send in your order which will have prompt attention

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FACTORIES: Rutherford, New Jersey

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In Which a Judge Says Something

BRAVO for you, Judge Bolster of Boston! We're for you. There seldom has been a time when we have concurred as heartily with any statement as we did with yours when you told the Typographical Union of your city:

I deny your right as against the public, to set up half an issue for settlement. I deny the right of the publishers to join issue with you on your one-sided demand as you have formulated it. I will not stultify myself by saying what is a fair share for you to take out of the community wealth, as wages, when there is no stipulation as to what you will put back by your labor.

Judge Bolster takes the position that the mere demand for wages ignores the element of contribution to the production out of which the wages must be paid and that any person or group of persons presenting a demand for stated pay is obligated to the public as well as to the employer to render an equivalent in service. He says further:

As a friend of labor, I can offer it no more sincere advice than that it make its bargains mutual by setting against a stipulated wage a stipulated production. If to do so is against the tenets of trade unions, so much the worse for the trade unions. The public is not yet ready to surrender the principle that has held good since the human race began to barter—value for value, compact for compact.

These statements were made at the time Judge Bolster accepted the task of arbitrating Boston's wage scale.

Clean Up Your Plant July 2

THE idea of having special days or special weeks to accomplish special work or movements is fast gaining ground in all parts of the country.

It has been suggested that Saturday, July 2, become official clean-up day for the printing industry throughout the United States and Canada and by unanimous consent this day has been so designated.

When we urge the observance of the first Saturday in July as the day for a complete overhauling and cleaning up of printing offices, we aim at greater efficiency through a higher degree of health and cleanliness.

In nearly every printing plant there is an accumulation of old metal, in one form or another, that has long since lost its efficiency. Get it all together, turn it all in in exchange for new and up-to-date fonts of type or other material.

There are also large quantities of waste paper stowed away on shelves, in cellars, in boxes, in back rooms, and in out-buildings. All this has a value today. True, it will only bring in a few dollars, but even these few dollars put into activity will multiply while the stowed-away junk occupies room, breeds disease germs, and often leads to disastrous fires.

The printer who has fonts of type seldom if ever used, but too good for the melting pot, can find ways and means of disposing of them to other printers who can use them to advantage. It is well to know how to "make type talk," but it is better to possess the type that works daily.

The old press can stand a clean-up and an overhauling. Put life and smoothness into it so that it too may become more efficient. Perhaps its usefulness is well nigh gone; if so, provide for its replacement with modern active machinery. Then the auxiliary machinery needs attention. Make July 2 the day of the fresh start in business efficiency.

Editorial Outbursts

WILLIAM R. GOODHEART, of Stromberg, Allen & Company, and president of the Chicago Club of Printing House Craftsmen, appears to be the strongest candidate for the presidency of the International Club of Printing House Craftsmen. The election is to be held next month. Here's hoping Bill gets it. He is a good man, as proved by his work in Chicago and on the executive board of the international organization, where he holds the position of second vice-president. We're for you, Bill.

WILLIAM HOWARD TAFT, former president of the United States in a recent statement declared: "It would seem an unfavorable time for printers to reduce their hours of labor from forty-eight to forty-four a week. While this was exacted from the New York job-printing firms after a long strike and great stress upon employers, it is now much less likely to succeed with so many printers out of jobs in other parts of the country." So say we, all of us!

WE cannot but admire Frank Walker, president of the Spokane, Wash., pressmen's union, who resigned May 14 when members of his union went on strike in defiance of their contract. A few more labor leaders like Mr. Walker would help restore confidence in the unions. And while we are on the subject, a few more men of a like type among the employers wouldn't do any harm.

IT IS to laugh! Printers of Oklahoma City threaten to investigate the cost of printing in that city. They claim employers are getting as high as $9.50 per hour for the work of one mechanic, who receives only 87½ cents per hour. They'll know the exact cost after running that co-operative plant they threaten to start. It is to laugh!

THEY pick on the colleges in Central New York State. Window posters advertising the campaign in Geneva, N. Y., for $150,000 to aid the million dollar fund Hobart and William Smith colleges are raising were ordered taken from the windows of Geneva merchants by striking printers in that city who claimed the posters did not bear the union label.

THANK your stars you don't run a plant in Huntington, W. Va. (if you don't). The arbiter down there recently awarded employes an increase equal to eleven dollars a week and at the same time made the statement that "it was improper at this time to grant any increase." Ye Gods, what does he call eleven dollars a week?

THE Employing Printers' Association calls it a "timely thought." It would have been more timely had it been thought of a year ago, but it still contains something to think about. Here it is: "If every shop in the country, during the past year, had trained two apprentices, the unions would never have dared pull this strike."

CHICAGO master printers should avail themselves of the opportunity of reaching printing buyers at the Pageant of Progress Exposition to be held in Chicago July 30 to August 14. Thousands of visitors will attend the show. So far very few companies seem to have contracted for space but those who do will be well repaid.

ACCORDING to the reports emanating from the headquarters of the National Employing Printers' Association, the number of closed shops that have given up the label should cause the unions to pause and consider. The work of years is crumbling like a wall of sand in the direct path of a flood.

LET those Toledo, O., employes go ahead and start their co-operative printing plant. They'll be a lot more appreciative of the position an owner holds after they have had to meet the payroll for a few weeks.

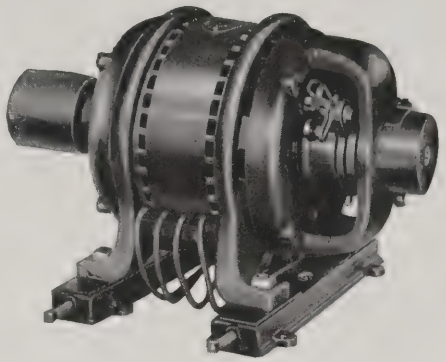
This Also Helps

Editor BEN FRANKLIN MONTHLY,

We appreciate reading BEN FRANKLIN MONTHLY and insofar as we know yours is the only magazine going to the printer that has as its editorial theme "How to Sell More Printing."

R. S. AYRES, Advertising Director,
Zellerbach Paper Co., San Francisco.

Push-Button Controlled Variable Speed Motors *for* Printing Machinery



No waste time in your printing plant with our push-button control. Our repeat orders more than emphasize this time-saving feature.

Descriptive Booklet gladly mailed on request.

Northwestern Electric Co.

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Kansas City, Mo., 1924 Grand Ave.
Pittsburgh, Pa., 719 Liberty Av .
Seattle, Wash., 524 First Ave. S.
New York, 1170 Broadway
Minneapolis, 8 N. Sixth St.
Toronto, 308 Tyrell Bldg.
95 King Street.

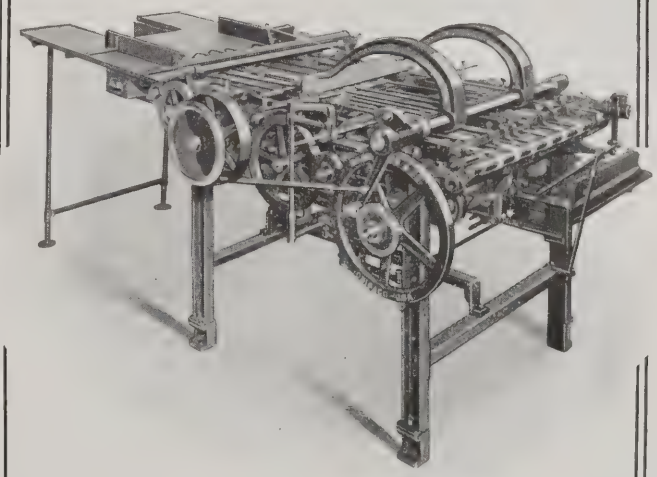
SKH TYPESETTING COMPANY INC.

Intelligent Typesetting for Printers

You'll Appreciate S-K-H Service

Ohio and LaSalle Streets
Phones Superior 342 and 2988

Superior Machinery throughout your plant is essential---it means better quality with larger output.



Particular printers invariably prefer ANDERSON FOLDING MACHINES: they are high speed, durable and ideally simple to operate.

C. F. ANDERSON & CO. 3225-31 Calumet Ave. CHICAGO

WHAT THE HOUSE ORGANS ARE PLAYING

Cuts of the Factory Don't Sell Goods

SUPPOSE a salesman, instead of carrying a line of samples or a catalog, should lug around a picture of the factory that made the goods. Suppose he dragged that picture out and shoved it under his customer's nose each time he made a call. Suppose that all his selling talk centered around the picture, and that he mentioned only casually that his firm dealt in lead pipe or perambulators, or kitchen cabinets. Suppose all that, and then figure how many orders he'd get and how long he'd last with the firm which employed him.

Of course, no salesman ever used such tactics. None ever will. Yet many companies do practically the same thing in their advertising. In the April issue of a widely-read trade magazine are twenty-two advertisements consisting almost entirely of a cut of the factory. Not one of these factories has a single characteristic that would attract a reader's eye. None is a leader in its class. All are colorless, uninteresting—just factories; the sort one can see in any manufacturing district. Yet, in some vague, intangible way, they are supposed to sell goods.

The big advertisers who pay out large sums of money yearly have learned, often by painful, costly experience; that space is too valuable to be filled with pictures of uninteresting factories. They know that if their advertising is to sell goods, it must not talk so much about the goods themselves, but, rather, of how they will benefit the men who buy them. Some companies, of course, are so well established that they can afford to confine themselves almost entirely to so-called "prestige" advertising. But even they find better modes of keeping their names in front of the public than by using cuts of their factories.

—Graphica, Herald Press, Limited, Montreal.

And Why Not?

PIERCE-ARROW advertising has introduced a novelty thought in illustration. Studies, in full color of the car, all bear the significant footline, neatly engraved:

"A Portrait by Edward A. Wilson"

or by the artist who happened to paint the canvas. In other words, it suggests that the automobile has "sat for its portrait," and exclusiveness is thereby attained. We may expect flagrant imitations of this basic idea. Any good idea is as sacred to some advertising men as a possum in the cotton belt.

But the possibilities are great—anybody can see that. Think of what can be done with the humble kitchen stove. Its ebony face shines forth as we read the caption line:

"An Intimate Portrait by John Sargeant"

There has never been such artistry in the visualization of bread-mixing machines. Why not? Surely such machines have sold. How much more impressive it would be to have a picture come out bearing the significant foot-note:

"A Portrait by Frank Brangwyn"

Candidly, we have always wanted to see an electric dish washer painted by some true master—John Alexander, for example.

It is not inconceivable to predict and believe that we shall sooner or later see a roll of roofing asbestos interpreted by—well, say by Ignatzio Zuloaga.

If we had anything to do with a first-class floor paint, we'd certainly have the portrait of the can rendered by Paul Helleu.

And think — ah, think of a double-disc harrow by Sarolla! *—Chats, Diem & Wing Paper Co.*

Now in the Transitionery Period

NO CHICKEN was ever hatched out of a fresh egg. About the time that new life is ready to come out of an egg, the egg is rotten.

The same is true of business. Things have become so rotten that they are good. We have incubated all the freshness out of the world-egg and it is time now for a new sort of vitality to be born from it. Labor, capital, politics, ethics, morals, civilization as a whole—all have worked themselves up to proportions of purulent and perfect putrescence. But put your ear down to the shell and you can distinguish the first faint peeps of a new and yet unborn life that is about to break through and walk out among us.

Philosophers and moralists have always known that every form of excitement and every debauch produces its own antidote and reaction. And civilization has too much vitality and too good a constitution to be knocked cold by even the extraordinary hard bumps it has taken during the past six years.

Old Mother Nature has been patiently sitting on her eggs. At this time they are no good for a cake or an omelette, but if you will restrain yourself and look forward with a more optimistic vision and endeavor to work towards better conditions they are sure to come.

—Graphica, Herald Press, Limited, Montreal.

Facts Wanted Now

MODERN thought is turning from the abstract to the concrete—from the complex to the simple. The play with the "punch"—the story with the "swing"—that's what we want. Who cares whether or not the author's technique is correct, or whether or not the climax has been properly handled? What we want is real, live, strong stuff—and we'll let construction, grammar and their ilk look out for themselves.

The day of flowery phrases and meaningless generalities—of exaggerated claims and sensational promises in advertising—is past. Even the flashiest patent medicine man promises "money back if not satisfied," and submits testimonial evidence of the merits of his products, with the assurance that "this is only one of thousands of letters we have received praising the benefits derived from the use of ——."

Every field of human endeavor reflects this new attitude of "show me." The world individually and collectively demands the facts, the reason *why*. What have you to offer in the way of commodity or service? Why should we buy of you rather than your competitor? Give us the *facts!*

—Gage Readings, Gage Ptg. Co., Battle Creek.

A New Prayer for the Printer

WHY not get back to first principles? Printing is made to be read. Anything that interferes with legibility is a menace to business. It won't pull if it takes effort to decipher it.

Let's stick to Caslon or the graceful, readable old styles. If the job needs a modern face, there's Bodoni, Century and Scotch. The simple job still brings home the bacon.

The printer's prayer might well close like this: "Grant not, O Lord, the desires of the type founder; further not his making multitude of faces, lest we perish in the confusion thereof. Selah."

—Line-o-Talk, Husted Co., Cleveland.

SUPREME BRAND

Flexible Tabbing Composition

Combines Strength, Flexibility, Elasticity, Economy

ABSOLUTELY GUARANTEED

LAYTON ELASTIC GLUE COMPANY

703-709 FULTON STREET

CHICAGO

TELEPHONE HAYMARKET 345

A SPECIAL PAPER
for Advertising Folders

PURPOSELY made to carry a halftone, yet possessed of inbuilt strength, Publishers Cover avoids cracking and breaking on the fold.

In this practical paper we have attained the printing quality by a special manufacturing method without surface coating. This permits folding and refolding and assures your catalog or folder being delivered as sent from your office.

There is, too, a saving over the cost of most cover papers, there is real halftone printing quality and all the inherent strength so typical of Peninsular Cover Papers.

Write on your business letterhead for set of samples. Be sure to specify

Publishers Cover

The Peninsular Paper Co.
Ypsilanti, Michigan

MAKERS OF UNCOMMON COVER PAPERS

"MASTER PRINTERS"
Acknowledge it to be the Best

"QUICK-SET"

THE COMBINATION COMPOUND

ANTI-OFFSET, INK SOFTENER AND SAFE DRYER

FOR PRINTERS AND LITHOGRAPHERS

REG. U.S. PATENT OFFICE

THE UNIVERSAL INK REMEDY

"WHAT IT DOES"

It makes the ink set quickly — It eliminates offset
It stops ink picking — It prevents sheets sticking
It assures clean printing — It works in all colors

It Helps Production

Manufactured by

QUICK-SET COMPOUND CO.

Phone Rockwell 790

3113 W. Roosevelt Road — CHICAGO, ILL.

BRANCHES:
New York — Pittsburgh, Pa. — San Francisco

Heavy One-Piece Base, with Arch also in One Piece.

Worm-Gear Drive, with Hyatt Roller Bearing in Flywheel.

Powerful Clutch —will not "stall."

Triple Split Back Gauge.

Three Adjusting Screws in Knife-Bar.

Steel Tape Back-Gauge Indicator

Side Gauges on Both Sides.

Adjustable Back Gauge.

Diamond Power Paper Cutters

are Powerful, Rapid and Accurate. Made in 30, 32 and 34-inch sizes. Also made as Lever Cutters.

SOLD BY ALL DEALERS IN PRINTERS' SUPPLIES

The Challenge Machinery Co. GRAND HAVEN MICHIGAN

CHICAGO: 124 S. Wells Street — NEW YORK: Printing Crafts Bldg.

EXHIBITOR
Graphic Arts Exposition
-CHICAGO — JULY 23 TO 30-

CHICAGO

The Hub of the Industrial West

The Sherman House, Chicago, was recently the scene of a noteworthy function when C. D. Traphagen, of the State Journal Company, Lincoln, Neb., and former president of the United Typothetae of America, was honored at a dinner tendered him by officers and directors of the Co-operative Lithographers' Association. Mr. Traphagen resigned as president of this association last November, and asked to be relieved as director. A set of resolutions, thanking him for what he has done for the association and a gold watch, chain and knife, were presented to Mr. Traphagen.

A. B. Lewis, of St. Louis, president of the organization, was in the chair. Harvey E. Milliken, of Omaha, made the presentation speech.

Sam N. Cann was re-elected president and Mark M. J. Mitchell, re-elected vice-president of Chicago Typographical Union No. 16 at an election held last month. Bryant L. Beecher was re-elected secretary-treasurer and James E. Miles, sergeant-at-arms. The only change occurred in the office of recording secretary and organizer, to which position John A. English was elected over William J. Griffin, the old incumbent. The four delegates elected to the convention of the I. T. U. are: Thomas H. Cuddy, E. A. Patzke, W. A. Goulding and W. J. Boener.

Donald L. Pratt, formerly Chicago representative of the Walden publications, New York City, and later with BEN FRANKLIN MONTHLY as advertising manager, has acquired an interest in the printing plant of Mullens & Tutrone, 87 Frankfort street, New York City.

Robert S. Westbrook, who for three years represented the American Lithographic Company in Indiana and Michigan, has joined the sales department of the Stubbs Company, Chicago, offset printers.

M. H. Lund resigned June 1 as advertising manager of Bradner Smith & Company, paper merchants, 175 West Monroe street, to become sales manager of the Crystal Tissue Company, Middletown, Ohio.

Bertsch & Cooper, advertising typographers, moved last month from 59 East Van Buren street to 702 South LaSalle street.

The plant of Eph E. Barnett, job printer, has been moved from 542 South Dearborn street to 733 West Jackson boulevard.

Chicago Incorporations for May, 1921

The following firms were incorporated under the laws of Illinois during May:

Fort Dearborn Engraving Co., room 1208, 38 S. State st. Capital, $1,000,000. Incorporators: John Kabanys, Geo. D. Leonard and M. Meyers.

The Sporting World Publishing Co., 39 W. Adams st. Capital, $50,000. General publishing and printing business. Incorporators: John C. Murphy, Jr., William Stoneham and Thos. E. Bourke.

United States Bankers' Supply Co., 4551 Ravenswood ave. Capital, $10,000. Manufacture and deal in articles of wood, metal, cloth, to do job printing and engraving. Incorporators: Edward E. Diederich, E. J. Stratman and Geo. N. Diederich.

Commercial Press, Inc., 711 S. Dearborn st. Capital, $5,000. General printing, engraving and binding business. Incorporators: Alexander H. Salkind, Inez Cooper and William D. Miller.

Hagberg's Trade Folding Company, Incorporated, 431 Federal street. Capital, $1,400. Incorporators: J. Axel Hagberg, John F. Mahoney, James H. Mahoney, George B. Harmer; manufacture and deal in magazines, booklets, etc., printing and lithographing.

Lester Johnson Co., 422 S. Dearborn st. Capital, $5,000. Publishing, printing and linotype composition. Incorporators: Frank H. Lester, Chas. C. Johnson, I. V. Morgan and O. K. Morgan.

Ballard Printing Co., 422 North Wells st. Capital, $25,000. General job printing business. Incorporators: E. W. Ballard, A. M. Ballard and Joseph E. Techer.

The H. C. Adair Printing Co., 107 N. Market St. Capital, $50,000. Incorporators: Geo. A. B. Pfuhl, H. C. Adair, J. B. Heffer-man; general printing and publishing business.

Changes

Superior Press Company, changed name to Superior Press, Inc., enlarged object and increased number of directors from 3 to 5.

Premier Typesetting Co., changed name to Midwest Printing Co.

Mercury Printing Company increased capital stock $25,000 to $35,000.

The Blunden-Lyon Company, Chicago paper dealers, which for a number of years was located at 108 West Harrison street, has moved to 730 West Monroe street, where the company has two and a half times more floor space than it had in its old location. The company has, during the last few years, come to hold a prominent position among paper dealers selling bond and ledger papers exclusively.

Chicago's new wage scale which went into effect May 5, based on a work week of 44 hours, is as follows:

Chicago Typographical Union No. 16	$46.65
Franklin Union No. 4	39.65
Pony Cylinder Feeders	26.40
Platen Feeders	24.90
Colts Armory and Universals	25.40
Assistants on Platens	29.40
Minimum Job Pressmen's Scale for 1, 2 or 3 Job Presses	40.65
All automatic presses, $2.00 additional to above scale.	
Blank Bookbinders and Paper Cutters	42.90
Edition Binders and Paper Cutters	42.15
Printing Pressmen's Union No. 3	47.65
Bindery Women's Union No. 30 (Effective May 19, 1921)	
Forewomen	26.50
Journeywomen and table workers	22.00
Chicago Mailers' Union No. 2	40.65
Paper Rulers' Protective Association No. 26	46.65

A new organization, to be known as the Printing Salesmen's Club of Chicago, was formed last month at the close of the class in salesmanship conducted by the Franklin-Typothetae. The first meeting was held June 1 in the assembly room of the association, 536 South Dearborn street, at which time a constitution and by-laws were adopted. Meetings will be held once a month. Dues are nominal and all printing salesmen connected with recognized Chicago printing plants are eligible to membership. Owners of plants having staffs of salesmen are not eligible. Officers elected were: E. W. Murdock, James H. Rook Co., president; T. S. Quin, Johnson & Quin, vice-president; A. J. Farr, Kenfield-Leach Co., secretary, and J. P. Black, J. P. Black Co., treasurer. Charles L. Estey has been made honorary president and Harry G. Cantrell, of the Franklin-Typothetae, honorary vice-president.

The tenth anniversary of the founding of the Chicago Club of Printing House Craftsmen was celebrated May 21 with dinner and entertainment at the Morrison Hotel. Approximately 300 printers were present. Addresses were made by W. R. Goodheart, president of the Chicago club; International Secretary Augustine; International Treasurer Deviny; International Vice-President John Kyle, and George Myers, president of the Milwaukee club. Entertainment by professional dancers, vocalists and boxers kept the party going until the wee sma' hours to the satisfaction of all.

A new printers' repair company has just been started at 422 South Dearborn street. It is known as Emmrich & Wruck.

ECONOMY PRODUCTS
BETTER MATERIAL AT LESS COST
2 TO 12 POINT, MADE FROM LINOTYPE METAL
LEADS
EQUAL TO THE BEST FOUNDRY MATERIAL
SLUGS AND RULE BORDERS
Sales Agents for
MARGACH AUTOMATIC METAL FEEDERS
Rouse Composing Room Tools
Laclede Saws and Remelt Furnaces
Riebe Quoins and Quoin Keys
Economy Products Co.
66 W. Harrison Street CHICAGO
Phone Harrison 6561

Four headliners spoke to Calumet Ben Franklin Club members Tuesday night, May 17. They were J. W. Hastie, of the Western Newspaper Union; Fred High, editor *The Billboard;* Charles Severinghaus, chairman of the Northwest Side Group of the Chicago Franklin-Typothetae, and John G. Wallace, director of field operations, United Typothetae of America. Over 125 persons were present at the meeting, which was the largest ever held by south side printers. A special dinner was served and entertainment of a high order furnished, including music by the Em-Quad quartette, made up of Floyd Haas, Tom Kinney, Andrew Farr and J. Borne.

The plant of the Groff-Fulton Company, Inc., 118 South Clinton street, has been sold to the Sentinel Publishing Company. Two Linotypes and a Dexter Folder are to be added to the present equipment of the plant which consists of three Miehle presses, one Babcock press and six Gordon presses. The name of the plant will be changed to the Webb-Line Printing Company. Commercial printing will be done in addition to publicaton work.

Judge M. Miner last month bought the trade composition plant of F. S. Morris, 117 North Wells street. The name of the company will be changed to A—to—Z Typesetters. Mr. Morris has joined the sales force of Schuyler & Hildmann, manufacturers of Linotype accessories, located in Madison, Wis.

R. L. Huene, formerly connected with the Columbian Colortype Company and Franklin Company, has been made art director of the catalog department of Montgomery Ward & Company, this city.

Several months ago BEN FRANKLIN MONTHLY called attention to the rich hauls bandits and safe blowers were making in Chicago printing plants, pointing out that the industry was in an unusually prosper-

ous condition. This month comes a report of safe crackers obtaining but $5.00 after blowing five safes in a building at 106 North Wells street, used mainly by printers. The safe crackers' union should keep its members better informed on "market" conditions before permitting them to go out on a job.

The firm of Frank A. Burgess & Co., Chicago paper dealers, has become the Burgess Paper Company. The company, but recently incorporated, has taken larger quarters at 431 South Dearborn street. Edwin F. Hoke, for a number of years with the Douglas Wray Paper Company, has been made vice president of the concern.

The marriage of Eli W. Miner, of the Quality Typo Co., to Mrs. Martha J. Long occurred on May 16. Mr. Miner is one of the best known men in the Chicago trade composition business and is senior member of the Quality company.

The Domestic Engineering Co., publishers of *Domestic Engineering*, has bought the property at 1900 Prairie avenue for $18,000 for publishing purposes.

Three publishing companies, controlling fifteen trade publications, last month arranged to print outside of Chicago. They are the Bunting publications—*Novelty News, General Storekeeper, The Osteopathic Physician, Osteopathic Health, American Dentist.* Allied Publishing Company—*Monumental News, Parks and Cemeteries.* Mandabach group — *Confectionery Merchandising, Furniture Merchandising, Hardware Merchandising, Grocery Merchandising, General Store Merchandising, Jewelers' Merchandising, Drugdom and Drug Store Merchandising.* At least one of these companies has purchased its own plant, which accounts for the change. Unsettled labor conditions are given as the cause for leaving Chicago.

Five Chicago plants, former members of the Franklin or Closed Shop division of the Franklin-Typothetae, have been admitted to membership in the Typothetae or Open Shop division of the association. They are: The Windermere Press, Bowman Publishing Co., Bergman Bros., Wm. H. Pool Printing Co. and John H. Vestal Co.

R. E. Stevens, accountant for the Franklin-Typothetae of Chicago, was married in Louisville, Ky., May 18. Previous to going with the Chicago organization, he was connected with J. W. Hoodwin Company.

George F. Voris, of the firm of Seibert & Voris, 732 Federal street, has purchased the interests of his partners, J. O. M. Seibert and C. H. Wilson. The business will be carried on by Mr. Voris as before.

R. J. Tufts, field secretary for the Franklin-Typothetae of Chicago, has been made secretary of the Chicago Trade Composition Association.

Paper

Make this simple test just once today!

No matter what paper you need whether it is Book, Bond, Blanks, Railroads, Print, Writing, Bristol, Cover, Enamel, Translucent, Tough Check, Clay Coated Box Board, Suit Case, or Trunk Fibre Board:

Call, write, or wire. You'll not only find prices with a "bottom" in them, but so far below anything you ever dreamed of, you'll never fail again to consult the "B. P. H." quotations *first.*

Write for our Semi-monthly list of "Seconds" and monthly list of "Jobs and Perfects" and keep posted.

Bargain Paper House, Inc.

L. T. DWYER, President

423 W. Ontario Street CHICAGO Phone Superior 9113

50 Expert Salesmen—5 Branch Offices—7 Floors—115,000 Square Feet

Why print from old hand-set type. Give your customers better printing at less cost to yourself. It costs more to set by hand; costs more to correct by hand and costs much more to change badly worn foundry type in the form while your press, pressman and feeder are standing idle. This item of expense alone, is worthy of serious consideration. Think this over. Successful printers are using mono and lino composition *Today*

KERR-WHITMIRE
TYPESETTING COMPANY
MONOTYPE : LINOTYPE : MAKEUP
732 Sherman Street :: Wabash **7192-3-4**

E. F. HAMM, President
T. E. DONNELLEY, Vice-President

DANIEL BOYLE, Treasurer
W. K. TEWS, General Secretary

THE FRANKLIN-TYPOTHETAE OF CHICAGO

FIFTH FLOOR 536-538 S. DEARBORN STREET

TELEPHONE HARRISON 6392

COMPRISING: FRANKLIN DIVISION, TYPOTHETAE DIVISION, MACHINE COMPOSITION DIVISION
BLANK BOOK, LOOSE LEAF AND RULERS DIVISION

PRINTING TRADES CREDIT ASSOCIATION: C. I. KAGEY, SECRETARY

Many Students Complete Educational Courses

SIXTY-SIX students were graduated from the educational classes of the Franklin-Typothetae of Chicago at exercises held Wednesday night, May 25, at the Auditorium hotel. The meeting, which was attended by over 200 persons, was one of the best ever held and was featured by an inspirational address by Dr. Arthur Holmes, of Drake University, who spoke on "Cardinal Points on Life's Compass." Dr. Holmes gave the secret of success as "work and still more work." His was one of the best addresses printers of Chicago have had the pleasure of listening to for some time. Among other speakers was William Sleepeck, past president of the Franklin - Typothetae, who welcomed the students and "made them feel at home." Charles L. Estey, in his usual fine style, spoke on "Sowing and Reaping." The response for the class was made by Arthur Rubovits. Diplomas were awarded by T. S. Quin—Dean Quin he is now called—to the following students:

DR. ARTHUR HOLMES

Estimating (taught by R. J. Wilson, Regan Printing House)—

D. H. Baird, Louis Baumgartner, J. Bethune, L. A. Borchardt, J. J. Cashman, W. M. Coughlan, F. O. Dehlin, Bernard Farson, J. T. Freel, H. J. Guild, F. M. Goulden, A. S. Hansen, R. H. Haywood, H. A. Holquist, Alma Hutyera, F. E. Irmscher, L. H. Ivey, A. G. Johnston, E. L. Knecht, H. F. Kuehl, William LaVicka, Harry Lewis, G. F. Lorio, A. G. Nelson, H. C. Paya, P. F. Phelon, W. C. Rheindorf, T. J. Seery, R. A. Simons, Jack Shapiro, H. E. Taylor, W. J. Trezise, W. F. Wade, Irwin Woodman and Raymond Wray.

Salesmanship (taught by Charles L. Estey)—

L. R. Beecham, C. M. Date, A. J. Farr, F. A. Gallop, F. R. Grooms, A. S. Hansen, E. M. Johnson, W. E. Kabus, Harry Lewis, J. W. Murdock, R. H. Menz, T. D. Norton, J. A. Troik and Raymond Wray.

Cost Finding (taught by D. J. McGowan)—

Jerry Harasek, E. J. Lipsch, A. J. MacGill, Sophie McQueen, Elmer Slavik, L. A. Solberg, Myrtie Stambach, M. G. Waters, F. H. White and J. L. Wynne.

Accounting (taught by E. C. Flinn)—

Alice Beardsley, Emanuel Gottlieb, Mrs. Margaret Kinnaman, Harry Schiff, B. F. Spitzig, E. J. Wantz and Pearl Wilkins.

Eleven new members were admitted to membership at the meeting. They are:

Geo. E. Flood, 4642 Cottage Grove avenue; Master Printers & Engravers, 123 W. Kinzie street; Mid City Printers, Inc., 59 E. Lake street; The Progressive Press, 918 S. Loomis street; Twin Printing Co., 2741 Magnolia avenue; The Superior Service Press, 909 W. Congress street; Stanek Printing Co., 1623 S. Ashland avenue; American Typesetting Corporation, 123 W. Harrison street; Moeller Crosby Typesetting Co., 162 W. Austin avenue; Marion Press, 2146 W. Nineteenth street; Blackstone Press 4753 Grand boulevard.

Music was furnished by the Franklin-Typothetae quartette.

Chicago Meetings for the Next Month

Ways and Means Committee, June 6-20.
Catalog Group, June 7.
Program and Entertainment Committee, June 3.
Trade Matters Committee, June 13.
North Side Group, June 13.
Ad Composition Group, June 14.
West Side Job Group, June 14.
Executive Council, June 2-16.
Trade Rulers and Binders, June 9-23.
Education Committee, June 10.
Blank Book and Loose Leaf Division, June 21.
Calumet Group, June 21.
Credit Committee, June 17.
Label Group, June 28.
Northwest Job Group, June 27.
Law Group, June 28.
Commercial Group, June 28.
Central Job Group, June 24.
Trade Composition Association, every Tuesday.

Franklin Division Selects Officers

NEW officers of the Typothetae division of the Franklin-Typothetae, selected late last month to serve for the coming year, are: Ben C. Pittsford, chairman; Wm. H. Barnes, vice chairman; L. F. Childs, treasurer; Fred A. Poole and T. E. Donnelley, executive committeemen. Officers of the Franklin division have not been selected as yet because of pending changes in the constitution of that body. As soon as these changes are made, officers for the coming year will be elected. In the Trade Composition Association, another branch of the Chicago Franklin-Typothetae, D. W. Mathews, of the Mathews Typesetting Company, was elected president, Denham Harte, of the S-K-H Typesetting Company, vice-president, and W. A. Angus, of the Craftsmen Typesetters, treasurer. No officers for the Blank Book and Loose Leaf division had been named at the time of going to press.

UNITED STATES AT LARGE

The Bookwalter-Ball Printing Company of Indianapolis has purchased property at 1520 North Capitol avenue, that city, which it plans to make over into a modern printing plant. The property was owned formerly by the Van Briggle Motor Device Company, which recently went into the hands of a receiver.

The property, which has a ground space of 110 by 208 feet, contains a four-story building of fireproof reinforced concrete construction, 50 by 150 feet; a large double residence, facing Capitol avenue, and two tenements on the rear of the grounds.

The two tenements are to be torn down at once and a one-story fireproof reinforced concrete building, 50 by 100 feet, built on the rear of the grounds, connected with the main building. This addition and part of the first floor of the present building will contain the heavy presses. On the first floor of the main building will also be the offices of the company, on the Capitol avenue front.

It is hoped to have everything completed and to move into the new quarters the latter part of August.

In addition to the one-story building that will be erected in the rear and that with the present building will give a total floor space of 40,000 square feet, a one-story building will be erected on the south side of the property for a garage and stockroom.

The residence on Capitol avenue will be repaired and will be used for rental purposes.

The printing company has been in its present location in the Century building for twelve years.

Earle M. Burnett, formerly of Lincoln, Nebr., has purchased controlling interest in the Globe Printing Company, Quincy, Ill., from J. A. Hall. Mr. Hall has withdrawn from the Globe Company and has joined the J. M. Irwin Printing Company, also of Quincy. Officers of the Globe company elected last month are E. M. Burnett, president; William Waldron, vice-president; M. E. Burnett, secretary, and Marks Alexander, treasurer.

C. J. Powers, formerly cost accountant for the United Typothetae of America, has assumed the duties of head cost supervisor for the Pittsburgh Typothetae. D. L. Moyer will assist Mr. Powers.

The American Newspaper Publishers' Association in convention in New York City the last week in April re-elected the following officers:

President, Thomas R. Williams, Pittsburgh *Press;* vice-president, Paul Patterson, Baltimore *Sun,* and secretary, John Stewart Bryan, Richmond, *News-Leader.*

Howard Davis, business manager of the New York *Tribune,* was elected treasurer, succeeding George H. Larke of *The World.* He was also appointed to the committee in charge of the bureau of advertising of the association.

The following board of directors was named: J. E. Atkinson, Toronto *Star;* E. H. Baker, Cleveland *Plain Dealer;* Frank G. Bell, Savannah *News;* E. H. Butler, Buffalo *News;* Hilton U. Brown, Indianapolis *News;* Harry Chandler, Los Angeles *Times;* Hopewell L. Rogers, Chicago *Daily News,* and Charles H. Taylor, Jr., Boston *Globe.*

Honoring the memory of William Bradford, said to have been the first printer to set up business in New York and Philadelphia, and who helped Benjamin Franklin when he was sorely in need of a job in 1723, the Employing Printing Association of New York held ceremonies at Bradford's grave, in old Trinity churchyard. Girl Scouts took part, and the bronze statue of Benjamin Franklin, en route from Baltimore to Waterbury, Conn., was taken to the cemetery to make more impressive the ceremonies which marked the respect in which Bradford's memory is held.

Franklin appealed to Bradford in New York for work, but the latter had no opening. However, he directed Franklin to the print shop of Bradford's son, in Philadelphia. Franklin walked most of the way, but failed to get work there. With Bradford's help he later got employment in another plant.

To increase interest in the New Orleans Typothetae, John G. Hauser, its president, has purchased a silver loving cup which will be awarded "the best little co-operator in New Orleans." The extent to which each member of the Typothetae co-operates will be determined by attendance at weekly and special meetings, promptness in paying dues and submitting 9-H forms, willingness to serve on committees and to answer other calls to duty.

C. E. Daugherty, former secretary of the Seattle division of the U. T. A., has been employed as Executive Secretary of the Anthracite Typothetae with headquarters in Scranton, Pa. The offices of the organization are in the Farr building, 133 Adams avenue.

The Tariff Printers' Society of America, through its president, H. B. Evans, of New York, has made formal request for recognition as a division of the U. T. A. The Executive Council, at its last session, granted this request, adding one more branch to the activities of the Department of Specialized Branches. The affairs of the new division will be directed by Frank M. Sherman, director of the Department of Specialized Branches.

The Washington Club of Printing House Craftsmen has endorsed the candidacy of John J. Devinney for president of the International Association of Printing House Craftsmen. Elections are to be held during the annual convention of the association to be held in Chicago the last week in July. Mr. Devinney is superintendent of work, Bureau of Engraving and Printing, Washington, and president of the Washington club.

A Typothetae has been organized in Williamsport, Pa., with a budget of approximately $6,500. Twelve weeks of cost installation work has been contracted for. Dan Smith, Jr., of the Smith Printing Company, 228 Pine street, Williamsport, has been elected president and G. G. Painter, Sun Printing and Binding Company, 252 West Fourth street, has been appointed secretary.

The Crescent Printing Co., 617-19 Bienville street, New Orleans, reorganized its staff of directors at a recent meeting. The following are the officers elected:

Alfred Blanco, president; F. L. Arnold, vice-president; E. E. Crozat, second vice-president; Alfred Arnold, secretary, and Henry Kenny, treasurer.

Arrangements have been completed for the annual meeting of the Michigan Typothetae Federation on June 23, 24 and 25. The sessions will be held at Gratiot Inn, five miles from Port Huron, Mich. The entire hotel has been reserved for those who attend the convention.

Ralph Duenewald, former cost accountant for the U. T. A., in charge of cost installations in Pittsburgh, Pa., for the past month, has become sales manager for the White Haven Printing Company, with offices in the Woolworth building, New York City.

Plans are being made for the next meeting of the Fourth District Typothetae Federation, which will be held at Washington, D. C., September 9 and 10.

The Graphic Arts association of Oklahome City, Okla., has moved its offices to 510 Baltimore building, that city.

Is It Right To Neglect Any One Feature of Your Printing Plant?

IS it business-like to wage economy on the most important part of your Printing Press—the ROLLERS?

CHICAGO ROLLERS have the *needed quality* to produce GOOD PRINTING. CHICAGO ROLLERS give expected and satisfactory service and make the business of printing a pleasure.

PHONES WABASH 1967 -- WABASH 2249

CHICAGO ROLLER COMPANY 554-600 West Harrison Street CHICAGO, ILLINOIS

Increase of pay for pressmen employed in the government printery at Washington is provided for in a bill introduced by Congressman Zihlman of Maryland.

Under the Zihlman bill the pressmen will be paid at the rate of $1.15 an hour. Should services be rendered on Sundays or holidays, or in excess of eight hours on week days, time and a half pay is allowed by the bill.

The present scale for the pressmen at the Government Printing Office is 75 cents an hour, plus the bonus given government employes by congress.

The Whitaker Paper Company, whose home office is in Cincinnati, with divisional houses in twelve cities and branch houses in two cities, has announced that it will issue a long price list for each of its houses. Such a price list is already in use in Detroit.

F. A. Silcox, director of the U. T. A. Department of Industrial Relations, has recovered from the effects of his recent operation and has resumed his duties at the international office.

The Stine and Clarkson Printing and Supply Company of Fort Worth, Texas, was capitalized for $25,000 last month by H. I. Stine, C. W. Clarkson and Al Weatherly.

The newly installed commercial printing plant of the Iron Mountain, Mich., *News* is now in operation. Frank Krause and Paul Gingras are in charge.

Announcement has been made that the annual meeting of the North Dakota Press Association will be held at Jamestown, N. D., August 5 and 6.

The Northwest Printer's Service Company, of Duluth, Minn., has filed a certificate of incorporation. The concern handles printers' machinery.

The Van Alfen Printing Co. is the name of a new firm established at 2408 Washington avenue, Ogden, Utah, last month by John Van Alfen.

Forms for the new Newspaper Standard Cost Finding System are now being distributed by the United Typothetae of America.

The name of the Employing Printers' Association of Trenton, N. J., has been changed to the Trenton Typothetae.

Fifteen printing plants in Wichita, Kansas, are now operating on the open shop basis. The change was made May 2.

Stationers and booksellers of Illinois and eastern Iowa held a convention in the Como hotel, Rock Island, Ill., May 3 and 4.

In Rochester, N. Y., twenty-three printing plants have signed an agreement to operate only as open shops.

Milwaukee Craftsmen Organize

Seventy-five persons attended the initial meeting of the Milwaukee Club of Printing House Craftsmen held in the Hotel Pfister, that city, Monday evening, April 25. Officers were elected at that time as follows:

E. G. MYERS

E. G. Myers, president; Frank Nuzum, vice-president; Walter Hoffmeister, secretary, and Edward Heimaker, treasurer. Those who helped organize the club were W. K. Goodheart, president of the Chicago club; John Kyle, first vice-president of the International association, and E. J. McCarthy, International organizer. Temporary offices of the Milwaukee club have been established on the fifth floor of the Montgomery building.

Edward S. Hart, retired publisher and former mayor of Webster Groves, a St. Louis suburb, died at his home in that city a few days ago. He was in his sixty-sixth year.

For forty-five years prior to his retirement, Mr. Hart was an employe and later president of the R. P. Studley Printing Co., at 511 Market street, St. Louis., where he started his career as an office boy and printer's devil. He is survived by a widow and five children.

Joseph H. Sycamore, 99 years old, who, by virtue of 65 years' service, was known as the oldest printer in St. Louis, died several weeks ago.

Mr. Sycamore went to work in 1841 on the *Evening New Era*, a newspaper published in St. Louis by C. C. Ramsey and Nathaniel Paschall. The paper subsequently was purchased by the *Dispatch*, which in turn joined the merger which became the *Post-Dispatch*.

Commencement exercises for the class of 1921 at the United Typothetae of America School of Printing at Indianapolis will be held at the open air amphitheatre on the campus at the school on Friday, June 10.

The program will consist of addresses by President Eynon, Henry P. Porter, chairman of the committee on education; Edward T. Miller, secretary of the United Typothetae of America; Arch D. Hinch of the Federal Board for Vocational Education; Milo H. Stuart, principal of the Arsenal Technical schools; F. W. Hamilton, director of education of the U. T. A., and others.

R. T. Porte has resigned as chairman of the Employing Printers' Association of Utah, but still retains the position of secretary of the Franklin Club. J. L. Brown of the Legal Printing Company, Salt Lake City, has been elected to take Mr. Porte's place as chairman. Mr. Porte is now in California under his doctor's orders. While in California Mr. Porte will address fifteen printers' meetings.

Charles S. Utz, president and treasurer of the Milwaukee Printers' Roller Co., passed away May 18, 1921, after a long illness.

Mr. Utz had been associated with the Milwaukee Printers' Roller Co. for the last eighteen years. Previous to that time he had been superintendent of the pressroom at the Germania Publishing Co. for twenty-five years. He was considered an authority on printing machinery.

He is survived by his widow, two sons and two daughters.

Labor trouble in Winnipeg, Can., last month caused C. B. Gorham, secretary of the Winnipeg Typothetae to "strategically" retire to the United States. Belief on the part of the unions that Mr. Gorham, who had but recently taken over the newly formed Winnipeg organization, was an agent of the 48-Hour League, led labor men to threaten him with bodily injury and deportation.

The Mississippi Employing Printers' Association has authorized its executive committee to arrange for a stock company for the purpose of establishing, maintaining and operating a training school for the printing and allied trades without restrictions. Training in any one of the three branches of the trade will be given any worthy young woman or man who is a resident of the state of Mississippi.

A history of early colonial printing in Maryland is being prepared at the instigation of the Typothetae of Baltimore by L. C. Wroth, assistant chief librarian at the Enoch Pratt Free Library, Baltimore. The book will have as its title "History of Printing in Colonial Maryland, 1686-1776." The edition is to be limited to 125 copies and will sell for $30 a copy.

Differences between the San Francisco Typographical Union and the Printers' Board of Trade have been adjusted, the union winning its fight for a new wage scale.

Perfect Register, Easily and Quickly Attained—Surely Retained!

The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System

goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

Are you worrying along with a fifty per cent system? Reasons why the Warnock plate-mounting devices are superior to all others are given in a comprehensive book, "Foundation Blocks of Good Printing," sent free upon request to

THE PRINTING MACHINERY CO. 505 Fisher Bldg. CHICAGO — Main Office and Factory 412 East Sixth Street CINCINNATI, OHIO — 45 W. 34th St. NEW YORK

Cost of Living and Wages Both Decrease

DECREASES in both the cost of living and wages in the printing trades are shown in an interesting chart compiled by the Department of Industrial Relations of the United Typothetae of America and published in the *Typothetae Bulletin* for April, 1921. The index figures thereon are based upon cost of living and wages in 1914.

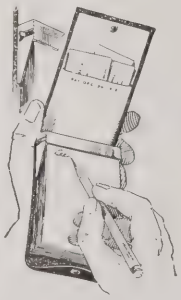
A rapid rise in the cost of living is shown from 1914 to July, 1920, at which time commodity costs were 104.3 per cent above the 1914 base. From then until April, 1921, there was a steady decrease until the figure reached a point 67.6 per cent above the base or practically the point at which it was two years ago in May, 1919.

Wages are shown as increasing more slowly through 1915 and 1916 and more rapidly from then on until during the period from May, 1919, to the end of 1920, the increase was even more rapid than that of the cost of living. The high point, 104.6 per cent above the 1914 base was reached several months after the cost of living reached its high point but the decrease began at a corresponding later date and the index figure in March, 1921, was still 98.9 per cent above the 1914 base or 30 points higher than the cost of living figure.

The cost of living data was obtained from the National Industrial Conference Board and the wage data is a composite of the average of scales of compositors, cylinder pressmen, cylinder feeders and forwarders and finishers in sixteen cities; information obtained from the U. S. Bureau of Labor Statistics, 1914 to 1918, and wage sheets of the United Typothetae of America, 1919 to 1921.

Credit for the article under the heading "A Wonderful Salesman," in the April BEN FRANKLIN MONTHLY, should have been given to Harrie A. Bell, advertising counsellor for The Holmes Press, Philadelphia.

This "Dagclip" Memo



Just What You've Wanted

Handier than a note-book, far more attractive, this "Dagclip" Memo keeps paper always clean, always in place whether there's one or a score sheets left, no expensive perforated, punched or bound fillers necessary. The spring holds them in place and makes refilling easy. It's a case you'll be proud to carry. You can use it for cards, too, your own or others you want to keep.

Fabricoid Case, Nickel Clips, $1.75
Seal Grain or Morocco, $2.25
Extra Sheets, 30c per M
Name in Gold, 25c.

National advertising is creating a large demand for the "Dagclip" Memo and dealers are requested to send for our liberal proposition.

Pat. Dec. 24, 1912-107929

D. A. Galantiere & Co., 732 Federal St., Chicago

Shorter Week Fight Continues

Continued from page 27

after May 1 was Toronto. The contract in Toronto expired June 1. No report of action in that city had been received up until the time of going to press, although trouble was impending.

Wages Are Readjusted

Several important readjustments of wages were reported during May, in addition to the one in Chicago. One of these was in New York City, where an arbitration board cut wages of all employes, save compositors, 12 per cent. This decision, handed down May 3, was retroactive to April. Employes in that city owe employers $200,000 for wages paid on the old scale. Arrangements have been made to pay this back gradually. New York's new scale is as follows: Cylinder pressmen, $46; assistants, $37.50; job pressmen, $38.50; job feeders, $28; paper handlers, $33. New York City, like Chicago, had signed the 44-hour agreement months before it was to go into effect and had to live up to its agreement. Very little trouble was experienced in New York. In Washington, D. C., a reduction from $38 to $35 a week in wages of men and from $20.00 to $18.50 a week in wages of women engaged in the book binding industry was granted.

In Baltimore a 10 per cent decrease was granted by the board of arbitration in wages of the Baltimore Pressmen's and Assistants' Union.

In Cleveland the unions obtained an injunction against employers, claiming a conspiracy to force the "Open Shop" plan.

The cities where the most men went out on strike are Albany with 1,200; St. Louis with 1,800; Pittsburgh, 1,800; Denver, 800; Cleveland, 1,000; Baltimore, 400; Toledo, 250; San Francisco, 300; Duluth, 200; Houston, 100. Of these cities, San Francisco is the only one to give in to the demands. In that city the men are working 44 hours for the old scale of $46 for 48 hours.

While the situation as a whole remains about the same as one week after the strike, both sides determined to outwait the other, reports from the Employing Printers' Association are encouraging to those employers who are determined to continue the 48-hour week. Both sides have made losses and gains during the month but the issue is far from settled. A general note of optimism on the part of employers augurs well for the success of their side and the determination with which they are fighting the issue would seem to have but one outcome and that victory.

CHAS. H. COLLINS

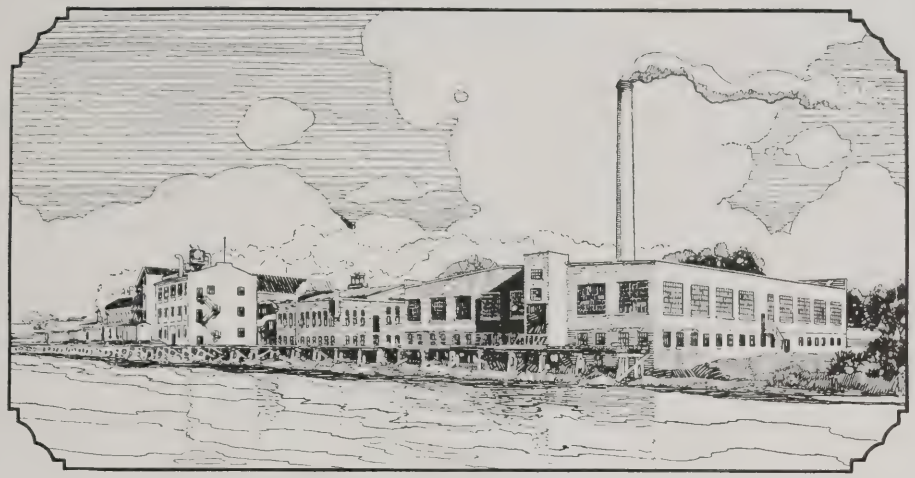
Representing

American Assembling Machine Co., Inc.
Berry Machine Company
George Sague

Selling

Juengst Gatherer-Stitcher-Coverer
Juengst Automatic Side Stitcher
(60 to 90 books per minute)
Rowe Straight Line Trimmer
(25,000 ¼" books trimmed per hour)
Berry Round Hole Cutter
Berry Pneumatic Bindery Tools
Berry Semi-Automatic Feed for Board
Climax Roller Washing Machine
(Wash up cost 2c per press)

501 Plymouth Court ***Phone Wabash 5190*** **Chicago, Illinois**



GILBERT PAPER COMPANY, MENASHA, WIS.—*Home of Lancaster Bond*

Quality Does Count

PEOPLE who have never seen your customer or his goods are made to see by *your* printing. His plant in which he prides himself, his business reputation, which he has labored to build and care for, his product in which he has put his belief and his courage---these things *you* must show in every piece of printing you do for every customer.

He has an obligation to buy good printing and good paper. You have an obligation to sell him only paper and printing that are representative of the best of his business, his product and himself. Don't hide your customer's light under a bushel of paper bought for a price. Give him fine paper for a reasonable price. If you are not familiar with LANCASTER BOND, send for samples today. You will realize at once its honest craftsmanship, its sound materials and its beauty of texture and color.

LANCASTER BOND

The Aristocrat of Bonds

Made by GILBERT PAPER COMPANY *Menasha, Wis.*

For Sale by

Australia	*B. J. Ball & Co, Ltd.*
Baltimore, Maryland	*Barton, Duer & Koch Paper Co.*
Boston, Massachusetts	*Carter, Rice & Company*
Chicago, Illinois	*Moser Paper Company*
Cincinnati, Ohio	*Chatfield & Woods Company*
Cleveland, Ohio	*Cleveland Paper Manufacturing Co.*
Denver, Colorado	*Carter, Rice & Carpenter Paper Co.*
Des Moines, Iowa	*Carpenter Paper Company*
Detroit, Michigan	*Beecher Peck & Lewis*
Indianapolis, Indiana	*C. P. Lesh Paper Co.*
Los Angeles, California	*Blake, Moffit & Towne*
Louisville, Kentucky	*The Rowland Company*
Madison, Wisconsin	*The Madison Paper Company*
Manila, P. I.	*J. P. Heilbronn Company*
Milwaukee, Wisconsin	*E. A. Bouer Company*
Minneapolis, Minnesota	*The Paper Supply Company*
New York City	*Parsons Trading*, Exp. Agents.
New York City	*Lasher & Lathrop, Inc.*
Newark, N. J.	*Lasher & Lathrop, Inc.*
New Orleans, Louisiana	*Julius Meyer & Sons, Inc.*
Philadelphia, Pennsylvania	*Garrett-Buchanan Co.*
Pittsburgh, Pennsylvania	*The Chatfield & Woods Co.*
Portland, Oregon	*Blake, McFall Company*
Pueblo, Colorado	*Colorado Paper Company*
Rochester, N. Y.	*R. M. Myers & Co.*
San Francisco, California	*Blake, Moffit & Towne*
Seattle, Washington	*American Paper Company*
Spokane, Washington	*Spokane Paper & Stationery Co.*
St. Paul, Minnesota	*Leslie Donahower Company*
Syracuse, N. Y.	*R. M. Myers & Co.*
Tacoma, Washington	*Tacoma Paper & Stationery Co.*

18 87 M W

United States at Large

The program of the meeting of the Graphic Arts Association, to be held during the convention of the Direct Mail Advertising Association in Atlanta, Ga., June 12 to 16, is as follows:

Tuesday, June 14: "How Printers Have Organized to Make Printed Salesmanship Build Bigger Business," William J. Eynon, president United Typothetae of America; "How the South Is Cashing In On Printed Salesmanship," W. O. Foote, president of Foote & Davies, Atlanta, Ga.; "Demonstrations of Printed Salesmanship," Byron A. Bolte, R. R. Donnelley & Son, Chicago; "The Printer as Assistant to the Sales Manager," Henry P. Porter, chairman of the educational committee of the United Typothetae of America; "How Printed Salesmanship Builds Bigger Business in Canada," C. C. Ronalds, The Ronalds Press, Montreal, Can.; "How Printed Salesmanship Has Literally Built the 'Lily Cup' Business," C. Ehler, of The Lily Cup Co.

A permanent organization of West Virginia publishers and employing printers was formed in Parkersburg, W. Va., May 4. Officers elected were: President, George W. Byrne, Williamson (W. Va.) *Daily News;* vice president, W. Guy Tetrick, Clarksburg (W. Va.) *Exponent,* and secretary-treasurer, W. M. McCue, Huntington.

The fifth annual commencement of the New York Employing Printers' classes in estimating, accounting, cost finding, advertising and salesmanship will be held in Aeolian hall, New York City, Monday night, June 13. A total of 338 students will graduate.

The Louisiana Printing Co., Ltd., New Orleans, has purchased the three-story concrete building at the corner of Lafayette and Dryades streets, that city. The company will occupy the first and second floors.

Frank Stirling, secretary-manager of the Utica, N. Y., Typothetae has resigned from that position to become secretary of the newly formed American Plan Industries, an Albany, N. Y., association of fifty employers.

The United Typesetting Company of Minneapolis has filed articles of incorporation with the secretary of the state of Minnesota. The capital stock is $250,000. H. C. Travis is president; W. J. Morrissey, vice-president; G. F. Olson, treasurer and W. K. Jeffrey, secretary.

The Quick Printery of Bemidji, Minn., has been purchased by Oscar and Arnet Woodstrand of Hibbing, Minn. The plant equipment has been moved to Hibbing.

George W. Bince of Albion, Ill., has purchased the Bluff City Job Printing establishment located in the Landes block, Mt. Carmel, Ill.

GRAND RAPIDS

The Grand Rapids Club of Printing House Craftsmen held a meeting Thursday evening, May 12. J. H. Neeland, owner of the Lansing Color Plate Company of Lansing, Mich., was the principal speaker for the evening. He spoke on the "Process of Plate Making." Mr. Neeland also owns a plant in Detroit, and was at one time employed for a number of years by the Dean Hicks Company of Grand Rapids. He is an expert in his line, and his talk was one of the best that the club has ever heard.

Waring Sherwood, whose resignation as advertising manager of the Briscoe Motor Corporation was announced in *Printers' Ink* of April 14, has become head of the sales department of the Cargill Company, designers, engravers and printers, Grand Rapids.

Before joining the Briscoe company Mr. Sherwood was identified with printing and advertising interests in the south.

Irving Harvey, superintendent of the Knickerbocker Press for several months, left that company May 1. He will install bookkeeping and cost finding systems in various printing offices in Grand Rapids. Mr. Harvey has had many years of experience and has a practical knowledge of the printing business.

Fire last month caused damage amounting to $700 to the plant of the Etheridge Printing Company. Prompt action on the part of the Grand Rapids fire department saved the establishment from further loss.

The Tisch Hine Company of Grand Rapids, printers, engravers and binders, located on Pearl street, opened a branch office and show room in the Builders & Traders Exchange on Pearl street, June 1.

The new branch, which is located in the heart of the business district, will afford better opportunity to give the company's accounts more attention and better service.

John Cloethingh of Muskegon, Mich., who recently opened up the Cloethingh bindery, has sold his entire equipment to the Dana Printing Company of Muskegon. Mr. Cloethingh, who had charge of the Dana bindery for a number of years will again take charge of that department for the Dana company.

The Allegan *News,* of Allegan, Mich., a weekly newspaper which has been published by J. J. Firestone for the past twenty-one years, has been sold to F. C. Gallagher, of Cleveland. The *News* has been a Democratic paper, but Mr. Gallagher will make it an independent sheet.

The Covell-Hensen Printing Company of Grand Rapids has added two new Miehle cylinders to its equipment. With the recent new additions to the Covell-Hensen building, and this new equipment, the company will be among the largest printing houses in Grand Rapids.

The Fuller Engraving Co., which has been located in the Barnhart building on the corner of Ionia and Louis street for the past three years, has moved to the seventh floor of the Leonard building on Market street.

Stephen Stover, who at one time was general superintendent of the James Bayne Company, and later with the American Box Board Company of Grand Rapids, left that concern recently to take a position with the Cargill Company of Grand Rapids.

The Knickerbocker Press, located in the Braudy building, has incorporated for $20,000. The stockholders are G. John Vander Bunte, Floyd Patrick and Coe Wierenga.

The Banner Publishing Co. of Grand Rapids, located on Pearl street, has added a new Miehle press to its equipment.

The Schuil Printing Co. has added a new Cleveland Folder to its equipment.

THE UNION PAPER & TWINE COMPANY DETROIT

RADIUM BOND
(WATERMARKED)

A rag-fibre bond of quality at a reasonable price. It has the crisp crackle and strength so noticeable among the high-priced bonds.

It has a distinctive cockle finish that makes attractive letterheads and business stationery. Has perfect printing and lithographing qualities.

Carried in stock in white from Substance No. 13 to No. 24.

WE ARE MICHIGAN DISTRIBUTORS FOR
The West Virginia Pulp & Paper Company's
"MILL PRICE LIST" PAPERS

CLEVELAND

According to the latest statement of J. F. Berkes, president of the Master Printers' Association of Cleveland, none of the 105 commercial printing offices which united to oppose the May 1 strike for a 44-hour week, have broken away from the agreement made at the beginning of the fight.

"All are still standing out," he said. He added that among the 105 concerns are "the largest in the city." He contends they employ 95 per cent of the workers in the allied printing trades here. Some plants, it is stated, have made no efforts to operate.

"In no case," said Mr. Berkes, "is the reduction of working forces over 40 per cent."

May 19 Mr. Berkes, in part, in a statement, said:

"The unions themselves are beginning to show signs of weakening. There have been a number of cases within the last week wherein former employes, who were reluctant to strike in the first place, have approached us and frankly discussed their desire to return to work. Some have actually gone back to work.

"One of the concrete evidences of the approaching end of the strike was the appearance late in the month of the regular edition of Cleveland *Topics*, a weekly printed by the Britton Printing Company. It was complete in every detail. Immediately following the strike Cleveland *Topics* appeared in four page form, devoid of advertising. It was the best they could do.

"I am sure that a survey of the shops of Cleveland will develop the absolute accuracy of our claim that the shops which have signed the 44-hour agreement are small ones, two and three-men shops that contribute but a small fraction to the normal production of printing in this city. Most of these are shops wherein the proprietor, or the partners running them, are themselves holders of union cards and are themselves working printers. Because union rules are not particularly enforced against members of the allied printing trades who work in their own shops the 44-hour week is more or less of a dead letter with them.

"According to information reaching us, much the same situation as obtains in Cleveland prevails elsewhere throughout the country."

The Elyria *Chronicle-Telegram* announces it will print its Lorain edition in Lorain, in its own office. A new building for this purpose is nearing completion, and its construction and equipment will cost $100,000. Four new Linotypes and a Scott 24-page rotary press are included, as well as the full leased wire service of the International News.

Ohio now has 88 trade and technical papers, distributed to more than 850,000 subscribers. States in the central section of the country have more than 560,000 of these subscribers. Other sections have these subscribers: Atlantic states, 128,000; northeastern, 45,500; southeastern, 18,500; western, 45,000. Residents abroad number 30,000 among the papers' subscribers. Monthly publications, judged by comparisons, are the most desirable. Of the 88 there are 65 sent out 12 times a year. Some of the technical papers do not have a very large circulation. Second in rank in number are weeklies. Only eight have been established thus far in Ohio. There are two classes of daily technical papers—legal and those devoted to metals, the Penton Publishing Company, Cleveland, being an important factor in the metal trade publication field. Six law papers are printed. Three publishers have adopted the quarterly plan. Cincinnati is Ohio's publication center, that city having 29 of the 88 papers. Cleveland is second with 27, and Columbus third, with 17. Toledo holds fourth place, while Springfield publishes two such papers. Norwalk, Salem, Carey, Somerset, Dayton, Akron, Alliance and Medina, each has a single trade publication, a local industry supplying the cause for such papers. Medina is a bee center; Akron a rubber section. The medical profession first entered the paper field, with the *Eclectic Medical Journal* of Cincinnati, in 1836, while dentistry followed with a paper, in 1847. Forty-one publications stand for as many industries and professions in Ohio. The more important are advertising, autos, chemicals, dental, iron, dry goods, farming, financial, insurance, laundry, law, steel, theatrical, hotel, printing, photography, petroleum and rubber.

Circulation of these trade and technical papers range up to 175,000 an issue, the number printed monthly for the Railroad Trainmen, issued in Cleveland. Others are the *Sample Case* for commercial travelers, Columbus, 110,000; *American Auto Digest*, automobiles, Cincinnati, 81,000; *Billboard*, theatrical weekly, Cincinnati, 42,000; *Finance and Industry*, weekly financial paper, Cleveland, 14,000; *Ohio Motorist*, Cleveland, 20,000; *Gleanings in Bee Culture*, Medina, 15,000; *Poultry Success*, Springfield, 35,000.

The *Mid-Week Review*, a weekly magazine devoted to women's interest and published under the auspices of the Cleveland Y. W. C. A., is being printed on a mimeograph, owing to the strike of job printers. A one-sheet page paper instead of the regular 16-page issue is being published. Other Cleveland publications report that they have not been affected by the strike, they being printed in open shops.

The Advance Printing Company was recently incorporated in Cleveland for $75,000. Those interested are L. R. Landfear, S. W. Deming, Murdock Kelly, William Munck and Mary Sivoneck.

Mrs. Ethel M. Cadley, assistant editor of the department of agriculture extension of the Ohio State University, Columbus, points out the opportunities for young women in the printing business. She came to America from England when 16 and learned to run a Linotype on the Brooklyn *Eagle*, where her brother worked, and later was proofreader on the *Daily Monitor*, now extinct, in Columbus.

Mrs. Olive B. Mackan, recently retired from the ownership and editor of the Plain City, Ohio, *Advocate*, was another success. She began typesetting at 16 and learned all about making a newspaper.

"Self confidence and a determination to succeed are a woman's two biggest assets in the printing field," she says. "It is hard but fascinating work, and is free from the monotony of what is usually called 'woman's task.'"

The campaign of the Cleveland Electrical League for better commercial lighting caught the printers and publishers. One evening at league headquarters, top floor of the Hotel Statler, was set aside for the membership of the Cleveland Club of Printing House Craftsmen. George P. Blackford, secretary of the organization, arranged for the meeting. He said that the illumination in several big Cleveland printing establishments is far below the standard.

The Citizens' Printing Company of Grafton, O., has been incorporated for $10,000 by W. C. Park, J. H. Gorman, E. E. Vail, F. W. Cousins, E. E. Hughes and J. W. Kuechtges.

The Cleveland Commercial Publishing Company, with a capital of $10,000, has been incorporated by W. B. Stewart and Charles Follet.

The Miami Press Company, of Cincinnati, has been incorporated under Ohio laws, with capital of $25,000. The incorporators include James B. O'Donnell and Walter C. Taylor.

The Zanesville, O., Dispatch Company launched a new morning and evening daily May 16. The company has capital of $150,000. The new paper proposes to cover the Southern and Central Ohio field.

A. F. Dunlap, for 28 years editor and publisher of the West Salem, Ohio, *Reporter*, died May 14, in a hospital He was 71. A son, J. W. Dunlap, is publisher of the Lodi, Ohio, *Review*.

The Sears-Simpson Company, Columbus, O., has purchased the building it has occupied for several years at Spring and Water streets, that city.

The weekly *Index-Republican*, of Bellefontaine, Ohio, has suspended. This leaves the *Examiner* as the only weekly newspaper in Logan county.

MAKE-UP SERVICE SPACING MATERIAL

THE HUSTED COMPANY

Machine Composition

436 CAXTON BLDG. CLEVELAND

BOOKBINDERS

TO THE TRADE

We Specialize in Edition and Catalog Binding in Cloth or Leather, Also Pamphlet Work

THE FOREST CITY BOOKBINDING COMPANY

525 CAXTON BUILDING, CLEVELAND, OHIO

MILWAUKEE and WISCONSIN

"If you teach a printer what it actually costs to do business, that printer will have sense enough to get a reasonable profit and no more. This applies to any line of industry. That's as far as the Typothetae goes in the matter of prices. There is no price control in the Typothetae."

"I can prove to you that the printer has not profiteered, with a very few exceptions. If the retailers in other lines had gotten along with as small a margin as the printer, you likely wouldn't have heard the word 'profiteer' at all."

"The printer operating a cost system and coming within the pale of its consequents and developments is not going to sell to one buyer for less and the other buyer for more."

"My advice to buyers is, don't buy on price. You will get the worst of it in the long run. Buy on service with the provision that you shall send an auditor into the shop, if you like, to check up costs after the job is billed. You will be astonished at the satisfactory results you get."

These were among the pertinent answers given the Milwaukee Association of Purchasing Agents by Walter G. Penhallow, executive secretary of the Milwaukee Typothetae, when he addressed that organization at a regular meeting on May 3, in Milwaukee. Purchasing agents from Kenosha, Racine, and other Wisconsin cities were present. The association has a speaker on some pertinent subject at each regular meeting and, it is said, had been "itching to get at the printers" for some time. The nature of the replies by Mr. Penhallow, already quoted, indicate the nature of the discussions.

Milwaukee printing houses are discussing the project of issuing a co-operative house organ to customers.

Madison, Wis., the state capital, will shortly have its tenth publishing house. The Mandabach interests, with eight trade papers, have arranged to take offices in the Democrat Printing Company's building, coming to Madison from Chicago. P. A. Mandabach is president, E. J. Hopkins is vice-president, and P. J. Mandabach, secretary and treasurer. The Allied Arts Publishing Co., also of Chicago, will move to Madison and the Democrat office on July 1. This company issues several magazines. The moves are being made with the avowed purpose of economy and convenience in the publication work.

At a recent meeting of the Typothetae, it was decided to endeavor to increase the number of apprentices in all shops to the full quota and at the same time raise the standard of apprentices already employed. Executive Secretary Penhallow reported that his first advertisements, announcing the plan, brought him 40 boys who wanted to become printers. Nineteen of these were engaged for various Milwaukee plants.

The Cantwell Printing Co., Madison, announced that all employes have been covered with group insurance. The policies cover health and accident features, and include a nursing service. Employes and company each pay one-half of the premiums.

Carl Moebius, head of the Moebius Printing Co., has resigned as a director of the Milwaukee Typothetae, and Fred Vogt of the Federal Printing Co. elected to succeed him. Business and personal affairs made it impossible for Mr. Moebius to continue as a director.

Employes of the Milwaukee Printing Company enjoyed a dancing party at Donges Bay near Milwaukee, on the evening of May 7. Over eighty couples were present. The trip was made in automobiles.

Members of the Milwaukee Purchasing Agents' Association will be invited to attend one of the monthly meetings of the Milwaukee Typothetae.

J. J. Janskey and his son, K. W. Janskey of La Crosse, Wis., have taken over the job printing establishment of Glaus and Jeager, Watertown, Wis. J. J. Janskey has been a job printer for thirty-two years and for the past five years has been superintendent of the Inland Printing Company, La Crosse. Joseph Glaus, who for a number of years has been sole owner of the company, has retired because of ill health.

A. W. Hofman, formerly cost accountant for the Fox River Valley Typothetae with headquarters at Appleton, Wis., has been made executive secretary of that organization, succeeding W. H. Tracy.

Recent reports are that two more big business institutions in Milwaukee are about to put in private plants, the American Food Products Co., and the John Pritzlaff Hardware Co.

James A. Fetterly, who was executive secretary of the Employing Printers' Association of Milwaukee for a time, has resigned to engage in the life insurance business.

Charles F. Dietas, vice-president of the Burdick-Allen-Dietas Printing Co., Milwaukee, is building a new home on Stowell avenue, in Shorewood, an east-side suburb.

Increase in the capital stock of the Suttle Press, Appleton, Wis., has been authorized by the secretary of state. The capital stock now is $675,000.

The United Printing Co., Milwaukee, has been incorporated by Elmer Mau, Joseph Stolber and A. Schulteis, with $10,000 capital stock.

The Neillsville Press Co., Neillsville, Wis., has been incorporated by L. Williamson, G. E. Grothers and F. J. Baer. The capital stock is $30,000.

The Phoenix Printing Co., Milwaukee, has perfected a "New Baby Grand" shirt envelope for laundry use.

NUZUM ELECTROTYPE COMPANY
FORMERLY LAUDON-NUZUM
ELECTROTYPING
WAX RULING
STEEL CUTTING DIES
CURVED PLATES
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MATRICES
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MILWAUKEE PRINTERS' ROLLER CO.
PRINTERS' ROLLERS
and Tablet Composition
Printing Machinery
Office Room 24, Evening Wisconsin Bldg.
MILWAUKEE, WIS.

The convention of the Wisconsin State Franklin Club, to be held in Milwaukee, June 17 and 18, is attracting keen interest from members of the Milwaukee Typothetae and allied interests. The program is not yet complete but the big number, from the standpoint of the general educational effort of the organization, will be a presentation of the "Wisconsin Plan" by J. W. Strong, field secretary, on Friday morning, June 17. It will be the "keynote" of the convention, and presages a long step in the development of the cherished plan to make Wisconsin as a state the leader in printers' educational work.

The address of Mr. Strong, which will be the leading feature in a discussion for which the remainder of the morning will be set aside, will go into the project of a combination of University of Wisconsin extension division work and U. T. A. methods and plans. Already it is known that the proposals to be placed before the meeting will mark an epoch in printing history of the state.

The program for Friday afternoon, June 17, includes the following:

"Industrial Relations and the Present Labor Situation," by T. R. Covey of Baltimore, at 1:30 p. m.

"Present Hour Costs in All Departments of a Printing Plant," by W. G. Penhallow, executive secretary of Milwaukee Typothetae, at 2:15 p. m.

"Estimating from the Price Book," by George N. Voorhees of Chicago, at 3 p. m.

"New Era in Printing Craftsmanship," by E. George Myers of the Trade Press Publishing Co., Milwaukee, at 4 p. m.

"Printing Trades Customs," a presentation and discussion, led by Martin C. Rotier of the Meyer-Rotier Printing Co., Milwaukee, and president of the Milwaukee Typothetae, at 4:30 p. m.

George W. Bollow, treasurer of the Milwaukee Typothetae, has been appointed as chief aide by Oscar Loewenbach, chairman of the entertainment committee, to handle the arrangements for the banquet which

takes place at the Hotel Pfister in the evening of June 17. Mr. Loewenbach is giving personal attention to one feature, even to the exclusion of the assistance of Mr. Bollow. In short, this feature is, and will remain, a secret until the evening of the banquet. That it will be entertainment "par excellence" is all that Mr. Loewenbach will say.

On Saturday, the business of the convention will be completed at noon, including the election of officers, routine matters, meeting of the executive committee and so on. Then the party will go to Waukesha Beach for the annual picnic.

The convention registration fee has been fixed at $3, covering the convention, banquet and all other charges.

The Wisconsin legislature has killed a bill intended to provide lower insurance rates under the workmen's compensation act, for plant reducing their hazards and experience, as against plants not effectively doing a share of so-called "safety work."

Activities of the Milwaukee Typothetae are to be extended, according to a decision of the directors on May 20, by offering to install the cost system in private plants in Milwaukee for a nominal fee, covering costs. Managers of several private plants have expressed a keen interest in cost-finding work of the Typothetae. Business chiefs have become more exacting in recent times as to the actual facts relative to private plants, compared with the purchase of printing from the the regular sources. The offer of the Typothetae, consequently, comes at a most opportune time.

Mrs. Helen C. Wright, 72, widow of A. G. Wright, who was head of the printing firm of Wright & Joys, died at her home, 230 Oneida street, Milwaukee, on May 15. For ten years, since her husband's death, she had published the Milwaukee city directory. She was a member of the Woman's Club and a life member of the College Endowment. She was born in Perthshire, Scotland. Two daughters, Misses Helen Ethel and Ailce survive.

Every printing house in Milwaukee has been asked to help Frank B. Schutz, postmaster of the city, to avoid loss in mailing promotional matter, both by printers and customers. Special attention is asked for proper and legible addressing, careful watch of mailing lists to cull out "dead wood," and similar things which cause the postoffice a lot of trouble and the advertiser large annual losses.

George N. Voorhees, assistant director of the U. T. A. Department of Research, will address Battle Creek, Mich., printers on June 15.

Fred C. Laukert

BOOK BINDER
and PAPER RULER

is always on the job to give you service — and the quality of his work speaks for itself.

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Harrison 5719

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CHICAGO

K&W PAPER CO

We carry a full line of the well-known
Brightwood Brand Cardboards
made by the
Holyoke Card & Paper Co.

Translucent Bristols
Offset Bristols
Lithograph Blanks
Thick China
Tough Checks
Railroads
Offset Blanks

Agents for Valley Paper Company

Knox & Wolcott Paper Company
626 Federal Street Chicago, Illinois

New Copy Chart

Taking the ordinary typewritten line, 6½ to 7 inches long, as a basis, you can tell at a glance how many picas the same will make in the size and style of type designated in the marginal columns of the chart, the graduations being shown by the light down rules. An 8½ x 11 sheet will carry 30 double spaced or 55 to 60 single spaced typewritten lines, so by approximating the number of typewritten lines in your job, you can tell how many lines the copy will make in type, set in a measure to run line for line. Taking 6 lines of 12 point to the inch will give the number of inches of type in 12 point.

Size is 11 x 16 inches; attractively printed; cover three colors, inside two colors. Shows 110 Lino faces, 160 Mono faces (machine-set) from 5 to 18 point and twenty-one series of hand-set Monotype display, 14 to 36 point

Should you be required to set the job in a given measure, the proportion that the given measure bears to the measure indicated for setting line for line, will show whether the job will make more or less lines than the number arrived at by the above calculation. One line of 12 point Typewriter copy 40 picas wide will make a line 26 to 27 picas wide, or two lines 14 or 15 picas wide when set in 10 point Modern or Old Style. Sometimes you want to know whether to compose a job in a "skinny" or a "fat" face. The specimen lines shown on the chart give you a wide range from which to make a selection.

Cuts Down Layout Time in the Composing Room

SUPERIOR

TYPESETTING COMPANY CHICAGO

732 FEDERAL ST. MONO : LINO : MAKEUP HARRISON 2755-6

12 Pages : Price Raised to One Dollar : Postage 10c

They Said It Couldn't Be Done

Continued from page 30

thank me. But there's not enough money for two when both are going after business under full power. What will you give me for the good-will of my paper, if I'll take my plant to some other town?"

A bargain was soon struck, we shook hands all 'round and parted the best of friends. The *Daily Chronicle-Herald* has recently installed a $10,000 press, takes daily news service by wire, and its stock is above par. It is one of the big and successful enterprises of the county.

Where our judgment was faulty in the first place was we didn't realize the strength of the country support. All we figured on was the town. When you begin printing daily market reports and other live news for the farmer and stock raiser, you immediately enlist the support of those classes. They not only subscribe for the paper, but advertise stock sales and meetings of stock and farm organizations. This is a big item we had not counted on. It soon resulted in the establishment of two large sale pavilions in our town, which were used by breeders in Macon and other counties, and made the place an important stock center. The job department was given contracts for many stock catalogues, which aided business wonderfully.

While we were almost within dueling distance of the "outlander" several times during the fierce contest, we are now on the best of terms, and realize that he taught us a most wonderful lesson about our own field.

Our people are now keenly alive to what a daily means to the town. They move in quicker strides, and goods are moved quicker, because there's an opportunity to announce special sales for tomorrow. The people read the telegraph and talk of what happened today. Before they had been twenty-four hours late. Stockmen consult our bulletin board before shipping. At the press hour the office is filled with people awaiting the first copies from the big machine. We get advertising that would be unavailable for a weekly.

There are a great many good towns in this country where the same experience could be repeated. In Missouri there are many well-edited weeklies in towns of from 3,000 to 5,000, surrounded by a rich country that would well support a daily. But when a change is made from a weekly to a daily it should be a *real* daily. A good weekly is far better than a poor daily. The daily that scissors its news from the metropolitan paper arriving on the 10:15 does no good to the community, and creates no influence. It must carry real telegraph and print real news. The farmer knows whether he is getting news or boiler plate. He can tell high grade stuff in his newspaper as well as he can distinguish between pedigreed and scrub stock on his farm.

The other day we tried out a special edition, the first since the war. We called it the Home Builders' Edition, and its object was to stimulate home building activity. It was a vital subject, so recognized by everybody in town. The issue was a double section of 6-seven-column pages to the section. Not a dealer refused an ad. In the old days we had to fight for advertising patronage. The difference is that our town is now down to a daily basis, and our business men have learned the value of a daily newspaper in town-building.

HAMMERMILL BOND
"The Utility Business Paper"

SEND for a set of portfolios that will help you sell more printing.

HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

EMPIRE BOND

A Carew "Quality Product"

Stocked and Distributed
in the Chicago market
exclusively by

The Graham Paper Company

1136-1138 South Wabash Avenue

Chicago

WITH OUR ADVERTISERS

Trimosaw Placed on Market

Many readers will be interested in the announcement of a newly patented saw trimmer, known as the *Trimosaw*, which is being produced and marketed by the Hill-Curtis Co., Kalamazoo, Mich. The Trimosaw will be exhibited at the Graphic Arts Exposition, Chicago, July 23 to 30, in Booth 26. The manufacturers have as their slogan "100% Different—100% Efficient." The Trimosaw is the result of five years of construction effort on the part of Walter Runnels, a Kalamazoo designer and builder of printer's machinery. The machine is reported to be original in every one of its features. The all-important features are covered by patents recently granted, as well as applications since made.

The outstanding features of the Trimosaw are its simplicity, its efficiency and adaptability to every possible type of shop into which a saw might possibly go. The Hill-Curtis Co., while new to the printing trade, is in fact a very old and substantial house, having been identified with the wood-working and saw mill machinery industry since 1881. The company has in its employ men who have been with it for 20, 25 and 30 years.

The first Trimosaw built has been in actual daily use for over two years. Many improvements have been made on the more recent machines and they have won immediate favor and recognition.

Dearborn Type Has Own Building

The Dearborn Type Foundry, formerly located at 732 Federal street, Chicago, has moved to its own building at 2101-2109 Van Buren street. Increased demand for Dearborn products is given as the reason for the change. Greatly increased facilities make the new home of the company one of the most modern type foundries in the country. The company's new telephone number is West 5700.

Ontario Company Moves

"That we may breathe more freely and have more elbow room" is the reason given for the removal last month of the Ontario Company, Chicago envelope manufacturers, from 412 Orleans street, to 2340 West Van Buren street.

Becomes Secretary of A. W. P. Co.

Dr. R. E. Rindfusz, assistant to the president of the American Writing Paper Company, has been elected secretary of that organization to succeed M. N. Slotnick, resigned. In addition to his new duties as

secretary, Dr. Rindfusz will continue as assistant to the president, and will also retain general supervision of the department of chemical research, which will remain under the direct capable management of Dr. L. E. Roberts.

Five Colors on a C. & P.

A new device, making it possible to print from one to five colors at one time on a Chandler & Price press, has just been marketed by Louis Friedman, 36 Jones street, New York city. The device is known as "Friedman's multi-color printing attachment." Further information can be obtained by communicating with Mr. Friedman.

"Here Type Can Serve You"

"Here Type Can Serve You" is the unique name of a 184-page book just published by J. M. Bundscho, Chicago Advertising Typographer. The book deals with the proper display of type and is to be used as a guide by direct-by-mail printers and advertising agencies and managers. It is complete in every detail and is one of the most comprehensive type manuals ever issued. It is well bound, excellently printed, and is of such a nature that no printing library should be without it.

"Census Takers of Industry"

To meet the demands of printers for information regarding Root automatic counting machines, the Root Company, Bristol, Conn., manufacturers of such machines for thirty years, has had compiled a very complete book called "The Census Takers of Industry," which is replete with suggestions and abundantly illustrates the versatility of these little machines. A copy of the book will be sent to any interested printer who writes the Root Company.

Display Composition Featured at Linotype Exhibit

One of the most interesting exhibits held in connection with the recent conventions of the American Press Association and the American Newspaper Publishers' Association, in New York City, was that of the Mergenthaler Linotype Company.

As usual, the makers of the Linotype occupied the East Room of the Waldorf-Astoria, the convention headquarters. The exhibit this year was built around the idea of Linotype display composition. Over one of the entrances to the room, and rendered even more prominent by the lighting effect employed, was a greatly enlarged reproduction of a Linotype display slug. Enlarged photographs of various models of Linotypes, and of exclusive Linotype features, were shown. A series of attractively laid out wall panels contained many specimens of correct display matter produced direct from the Linotype keyboard under various composing-room conditions.

MARINE BOND

(WATERMARKED)

has nobly stood the test of all users of good bond papers where excellence of quality is required in an attractively priced paper—a paper that satisfactorily meets the requirements of the more extensive users of good bond papers at a medium price.

Carried in stock, white and six colors, all sizes and weights. Colors stocked in No. 16 and No. 20 substance, 22x34, 24x38 and 28x34.

SWIGART PAPER CO., 653-707 S. WELLS STREET

PHONE HARRISON 1155

Three Sections Added to Franklin List

During the months of April and May three entire new sections to the Franklin printing price list were issued.

Section 33 was a twelve-page section dealing with labels and giving sizes from eight out of a sheet to one hundred and eighty-seven. It was illustrated by samples and reproductions. This section has met with wonderful favor with all the users of the price list.

Section 34 deals with business and professional announcements and contains two pages of illustrations of card and folder announcements and prices, and all possible arrangements in which these announcements can be printed.

In response to the usual demand for holiday greeting cards Section 35 was issued in May with reproductions of various kinds of greeting cards, with four pages of suggestions for announcements and two pages of illustrations.

Section 12 dealing with dodgers, hand bills, posters, auction bills, etc., has been reissued and greatly enlarged with many changes and improvements, and the same with Section 5 dealing with placards, window cards, show cards and time cards.

In addition to these many more improvements for the coming months are under way.

Linotype Company Makes New Production Record

Now that the big eight-story matrix building recently added to the manufacturing group of the Mergenthaler Linotype Company is in full operation, a greatly increased number of Linotype matrices is being produced weekly to meet the demands of Linotype users.

In a single week recently there were turned out in the new matrix building more than 1,038,000 finished matrices. Last year the number of Linotype matrices produced weekly averaged around 550,000 at that time regarded as a high figure.

It is estimated that at present more than sixteen tons of brass are required weekly for the manufacture of Linotype matrices.

Makes Big Profit

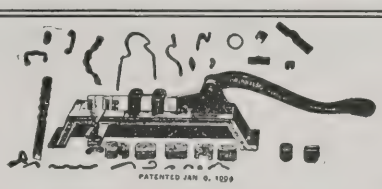
Gross profits from sales made by the American Writing Paper Company during the year ending December 31, 1920, were $5,112,395 as compared with $2,272,699 in 1919. Net profits, after all deductions, amount to $1,687,673. For 1919 the amount was $435,095.

Ludlow Company to Build

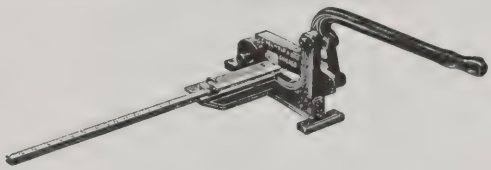
A building permit for the construction of a three-story brick factory has been given the Ludlow Typograph Company of Chicago. The factory, which will cost $70,000, will be built at 2040 Clybourn avenue, as an addition to the present Ludlow building.

New Sample Boxes

The Berkshire Paper Company, 445 Plymouth court, Chicago, is sending out some valuable sample boxes showing its line of bristols and cardboards. Any printer interested can obtain one by communicating with the Berkshire Company.



Eureka Steel Rule Bender



Hercules Steel Rule Cutter

Steel Cutting, Creasing, Wave and Perforating Rules

CUTTING RULE

2 Pt. Center Face
2 " Side "
3 " Center "
3 " Side "
4 " Center "
4 " Side "
6 " Center "
6 " Side "

Tempers: Soft, very soft, hard

CREASING RULE

2 Pt. Round Face
3 " " "
4 " " "
6 " " "
8 " " "
10 " " "
12 " " "

This Rule can be had in Round or Flat Face

WAVE RULE (*Soft Only*)

2 Pt. Fine — 2 Pt. Medium — 2 Pt. Coarse — 2 Pt. Long Wave

All above 25 cents per foot

PERFORATING RULES

6 Tooth — 12 Tooth
8 Tooth — 18 Tooth

PRICES

Soft	Hard	Bright and Hard
2 Pt. at 20	25	30
3 Pt. at 25	30	35

STEEL CROSS CUT PERFORATING RULE

2 Point at 65c per foot. *Furnished in 4 ft. fonts cut L. S. at $2.85 per font*

STANDARD HEIGHT

Cutting Rule 15-16 in. — Creasing Rule Type High

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Special Pressroom Papers!!!

We are sole agents for the Perfecting Surface Traveling Offset and Duplex Tympan Papers made by Warren Mfg. Co.

Write for Samples and Quotations

The Domestic Mills Paper Company

96 Reade Street, New York

A Boost—

"Thanks for your co-operation on that job, STANDARD. Your composition and makeup was so good on that rush 80-pager that we made the grade with time to spare. We had hardly any makeready and not a single workup."

The above is not exceptional—just an expression we hear quite often—but it illustrates the fact that—*The Standard sets the best type in Chicago.*

LINO - MAKEUP - MONO

Leads, Slugs, Border, Rule, Etc.
Specimen Book sent on request.

Standard
Typesetting Company

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CREASING
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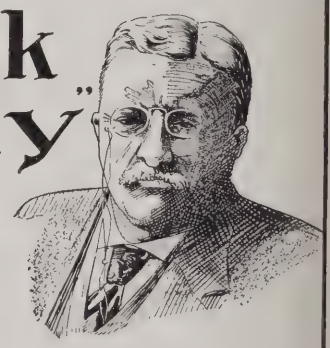
EYELETING
ROUND CORNERING
WIRE STITCHING

Prompt Service at Right Prices

Telephone Franklin 2101

167 W. Monroe St. Chicago

"Speak Softly"



said Roosevelt, "and carry a Big Stick." Good stuff! Put all the Big Punch you can in your advertising message---make it as forceful as the English language permits --- and then add to the power of the burning words by printing them on a quiet, soft-speaking stock like

KING DEPENDABLE OFFSET

Recommend it to your clients and customers.
Stock, trimmed four sides and packed in cases, is carried at the mill as follows:

WHITE
25x38— 50, 60, 70, 80, 100, 120
28x42— 74, 86, 99, 124, 149
32x44— 89, 104, 119, 148, 178
38x50—100, 120, 160, 200, 240

KING PAPER COMPANY
Kalamazoo Michigan

A TO Z

JUDGE M. MINER

TYPESETTERS
(NOT INC.)

Linotype—Ludlow
All-Slug Display Composition

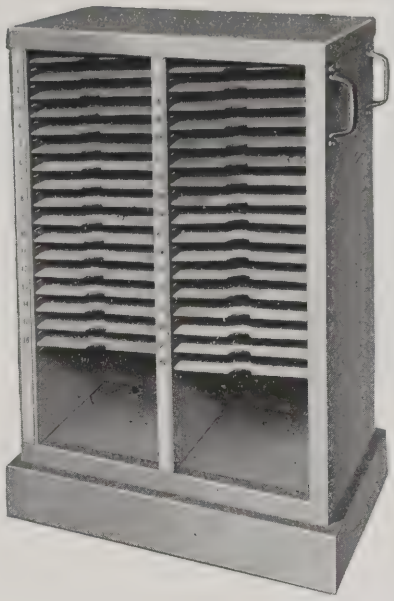
Makeup
Experienced Workmen

Lino-Tabler
Ruled Blanks & Figure Forms

Telephone Franklin 2992
117 No. Wells St., Chicago

This will CUT your COST

Designed to transport pages from make-up to lock-up departments



Style 1-W

Needed by Every Catalog and Publication Printer

Made of metal—equipped with ball-bearing, heavy duty felt casters.

Chicago Metal Mfg. Co.
216 W. Ontario St., Chicago

PECO

PERFECT PRINTING PLATES

HALFTONES
ZINC ETCHINGS
COLOR PLATES

Personal
Service Idea

PREMIER ENGRAVING COMPANY
605 South Clark Street, Chicago Harrison 8197

Profit Producing Printing Papers

Bonds	*Document Manila*
Flats	*Envelope Manila*
Ledgers	*Blotting Papers*
Typewriter Papers	*Envelopes*
Book Papers	*Cut Cards*
Cover Papers	*Ruled Headings*
Bristols	*Shipping Tags*
Cardboards	*Twines*

Tablet Cements, etc.

Parker, Thomas & Tucker Paper Company
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CHICAGO
Private Exchange All Departments—Wabash 2630

A

Moderately

Priced

Pole Dried

Paper

of

Distinctive

Value

A Trial Will Convince You

LA SALLE PAPER COMPANY

171-173 No. Dearborn Street

CHICAGO

Telephone RANDOLPH 3640

Pittsburgh Now in the Forefront

Concluded from page 33

Auditing Committee—H. N. Mellor, chairman; H. C. Pears, J. C. Remlinger.

Publicity Committee—A. S. Dick, chairman; T. E. Griffin, A. Horn, R. S. Miller, H. F. Scheetz.

Legal and Legislative Committee—T. F. Garrahan, chairman; C. Rule, E. G. J. Gratz.

Group Plan Committee—W. L. Golder, chairman; C. L. Beet, J. M. McElvany, Wade Miller, H. G. Stewart.

Waste Paper Committee—C. R. Moore, chairman; T. D. Harman, A. C. Held, F. Braddock, Albert Ebaugh.

Helps Conduct Schools

Pittsburgh Typothetae works in close conjunction with the vocational classes conducted by the city's public schools and acts as guardian angel for the School of Printing at Carnegie Institute of Technology, one of the best schools of printing in the country.

It holds monthly dinner meetings at the Hotel Chatham, where men prominent in the industry, such as Robert E. Ramsay, Norman T. A. Munder and Frederic W. Goudy, come from all over the country to address its members.

It publishes a monthly bulletin called *Typothetae Service*, which can be ranked among the most elaborate of such bulletins in the field. It has its women's auxiliary, organized September 18, at the St. Louis convention of the United Typothetae of America. And better yet, it has its spirit of progress, its desire to include every one of those 590 printing plants within its territory as members, its vision which already has led its members out of the slough of cut prices and poverty into the Elysian fields of right prices and prosperity.

---for one of that kind there are twelve of this!

Granted there are hundreds of firms, whose staid dignity prevents the use of pictures in their letterheads there are *thousands* whose letterheads would carry a stronger, more vital message if it showed a picture of their product, the application of their product, or the plant behind the product.

This may be done in from one to any number of colors on Certificate Bond.

The surface on both sides of Certificate Bond and its flat laying quality make it unusually satisfactory for pictorial printing on hand-fed or automatically-fed Gordon or Cylinder presses.

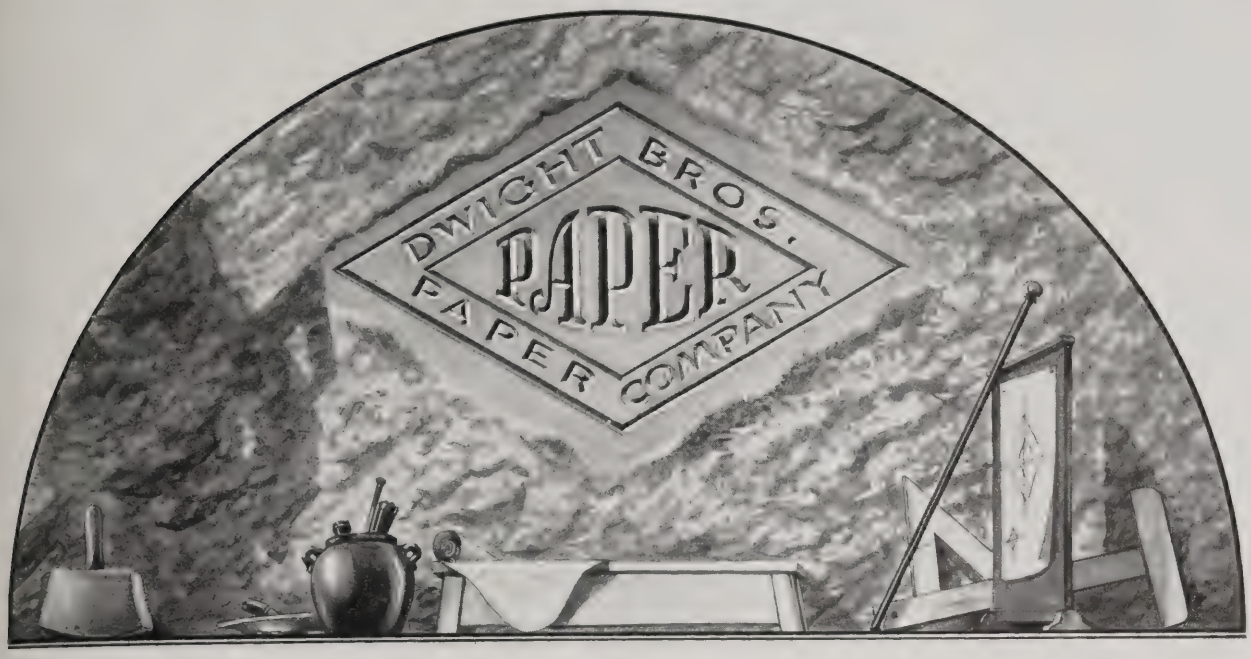
Printed literature and blank sheets for actual testing are yours for the asking.

Midland Paper Company

322 WEST WASHINGTON ST.

CHICAGO

TELEPHONE MAIN 142



DWIGHT'S GUARANTEE

A Personal Message to Every Buyer of Paper

¶ It is a source of pride with this organization that every product Dwight sells goes out under the Dwight label. This label is the guarantee to every buyer of paper of the best quality money can buy, uniform quality in Dwight papers, specifications fulfilled to the letter, and prompt, courteous attention to your needs.

¶ When you buy a dull coated Book Paper from Dwight you are assured economy and uniform printing results. When you buy Dwight offset you are guaranteed the best results obtainable in offset. As with Book Papers and Offset, so with every other paper carried by Dwight, our label is your guarantee of quality, service and satisfaction.

¶ We have always done business with concerns who know the value of guaranteed products. The Dwight label is your guarantee. The Dwight organization is ready to serve you with Dwight papers at the right price.

Labelled Dwight—Guaranteed Right

DWIGHT BROTHERS PAPER COMPANY
626-636 SOUTH CLARK STREET CHICAGO ILLINOIS

DWIGHT'S GUARANTEE

A big advantage —make it known

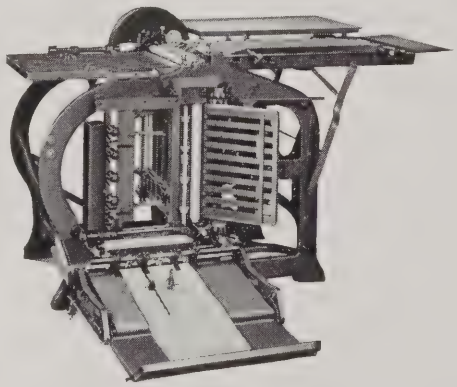
If you owned 191 distinct type faces you'd loudly and justly boast of the fact. Why not brag a bit about your "Cleveland" which makes 191 distinct folds, the so-called standard folds and 146 more which cannot be made on all other folders combined?

Sell your customers the advantages of "Cleveland" equipment just as you sell them fine paper-stocks, artistic type-composition, and beautiful color-effects.

The real "friend-salesman" of today is he who saves his customers' money. "Cleveland" will help you do this, and at the same time produce something more attractive.

And that's what advertising men of today want—something new; something different; something distinctive and artistic—the very things your "Cleveland" can do.

Write for samples of "Cleveland" folds to hand your customers when they inquire.



THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

NEW YORK: Aeolian Bldg. CHICAGO: 532 S. Clark St.
BOSTON: 101 Milk St. PHILADELPHIA: The Bourse
SAN FRANCISCO: 824 Balfour Bldg.

Pope's Poetry Applied to Printing

Continued from page 29

eastern section of the country. His clients have been extremely successful in the use of printed advertising material, direct advertising as it is now termed. In one instance, this man went into a town and got orders for several carloads of goods in order to prove to a doubting client that the plan he suggested would work. How could this man take this chance? Because he had drunk deeply from the experiences of others and he knew the plan was workable. All too many printing salesmen would have "guessed" or been afraid to act at all, and yet the facts and past history were on record in the published works available to all for a mere pittance.

"I agree with you up to this point, but what books shall I buy?" you ask.

Some Worth While Books

I cannot answer you in general terms. It all depends upon the industry you are trying to sell printing to. If you are trying to sell printing to the paper industry (paper manufacturers, paper wholesalers, and the like), you should buy and read all the books which bear upon this subject and take all the trade papers in the paper and printing fields. If you were trying to sell the soft drink field you would not need to bother with a single one of these books, but would have to read all about the new industry made by the Eighteenth Amendment.

"But surely there must be some books that are general?"

Here are a few which are general enough to be helpful to every printer and printing salesman regardless of his customers or prospective customers, and please note I make no attempt to list them in the order of their importance. I think the entire ten should be with every printer and printing salesman, and could well be supplemented by other books, especially those devoted to direct advertising, mail-order advertising, house magazines, etc.:

"Advertising—Its Principles and Practice," Tipper-Hollingworth-Hotchkiss-Parsons.
"Essentials of Advertising," Blanchard.
"Making Type Work," Sherbow.
"Building Your Business by Mail," Clifford.
"Advertisers' Handbook," I. C. S.
"Economics of Business," Brisco.
"Marketing," Duncan.
"Business Research and Statistics," Frederick.
"Advertising as a Business Force," Cherington.
"Benjamin Franklin, Printer," Oswald.

In making this list I realize I omit many equally important works, but here, for about $25, you would have an excellent start for a business-building library that could be utilized not only by the printer in his own business but also in the business of others. Note, too, I have omitted technical works like those on color, etc.

Bacon says: "For *knowledge* itself is power."

Turn on the power!

Full force!

Vitality Like an Indian

CALUMET NON-MELTING ROLLERS

Purchase Winter (CalCo) Rollers

and insure yourself against Roller trouble next summer.

CALUMET ROLLER COMPANY

Phone Englewood 8734 6310 Wentworth Ave., Chicago

SYSTEMS

The Loft-Dried Rag-Content Paper **BOND** *at the Reasonable Price*

MANY advertisers, probably including some of *your* customers, are in the habit of using one grade of paper for their regular correspondence, and another and cheaper grade for their processed sales letters, particularly where large quantities are used. Their "regular" letterheads they figure are too expensive for form letters, while the "form" letterheads are not good enough for office correspondence.

Whenever and wherever you find this condition, you have also found an opportunity to add to your reputation for service by suggesting the use of Systems Bond for *both* kinds of letters.

By printing on Systems Bond you can produce and deliver letterheads that will compare favorably with the best that your customers are likely to have used for their correspondence, and at the same time, without sacrificing your own profit, you can bill them at a price that will make them sufficiently economical for form letter use. Try it.

EASTERN MANUFACTURING COMPANY, *General Sales Offices:* 501 FIFTH AVENUE, NEW YORK
Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO

SYSTEMS BOND DISTRIBUTORS

ALBANY—W. H. Smith Paper Corporation
ATLANTA—Sloan Paper Company
BALTIMORE—Baltimore Paper Company, Inc.
BOSTON—Carter, Rice & Co., Corp.
The A. Storrs & Bement Company
BUFFALO—The Disher Paper Company
CHICAGO—Swigart Paper Company
The Paper Mills' Company
CINCINNATI—The Chatfield & Woods Company
CLEVELAND—The Union Paper & Twine Company
DES MOINES—Pratt Paper Company
DETROIT—The Union Paper & Twine Company
HARRISBURG—Donaldson Paper Company
KANSAS CITY—Bendict Paper Company
LOS ANGELES—Blake, Moffitt & Towne
LOUISVILLE—The Rowland Company
MANILA, P. I.—J. P. Heilbronn Company
MILWAUKEE—The E. A. Bouer Company
MINNEAPOLIS—Minneapolis Paper Company
NASHVILLE—Clement Paper Company
NEWARK—J. E. Linde Paper Company
NEW HAVEN—The A. Storrs & Bement Company
NEW YORK—J. E. Linde Paper Company
Miller & Wright Paper Company
OMAHA—Carpenter Paper Company
PHILADELPHIA—A. Hartung & Company
Riegel & Company, Inc.
PITTSBURGH—General Paper & Cordage Company.
PORTLAND, ME.—C. H. Robinson Company
PORTLAND, ORE.—Blake, McFall Company
RICHMOND—Virginia Paper Company
ROCHESTER—Geo. E. Doyle Paper Co.
SALT LAKE CITY—Carpenter Paper Co. of Utah
SAN FRANCISCO—Blake, Moffitt & Towne
SEATTLE—American Paper Company
SPOKANE—Spokane Paper and Stationery Company
SPRINGFIELD, MASS.—The Paper House of N. E.
ST. LOUIS—Beacon Paper Company
ST. PAUL—E. J. Stilwell Paper Company
TACOMA—Tacoma Paper and Stationery Company
WASHINGTON—R. P. Andrews Paper Company
Virginia Paper Company
WINNIPEG, CANADA—The Barkwell Paper Company

EXPORT—A. M. Capen's Sons, Inc., New York; W. C. Powers Company, Ltd., London, England
ENVELOPES—United States Envelope Company, Springfield, Mass.

Loft-Dried

Smith-McCarthy Typesetting Co.

Typesetters to the Trade

It is not only an essential factor but true economy to use high grade composition when you electrotype or print direct from type. Efficiency in your pressroom is *the* result. In our plant every effort is extended toward turning out the highest grade composition that can be produced. Our facilities are such that we can furnish complete madeup jobs, from a postal card to the largest catalog—locked for foundry or letterpress if desired—in the shortest possible time. Close co-operation with our Printer Customers has always been the basic principal of our service.

MONOTYPE ▼ LINOTYPE ▼ MAKEUP

Specialists in Foreign Language Composition, Railroad Tariffs, Book and Catalog Makeup

Caxton Building, 508 South Dearborn St., Chicago
Telephones Harrison 3864-3865-3866-3867

0 Cents the Copy $2.00 the Year

Ben Franklin Monthly

Ben Franklin Publishing Company
440 S. Dearborn Street, Chicago, Illinois.

VOL. XVIII JULY, 1921 No. 10

UNIVERSITY OF ILLINOIS LIBRARY
JUL 8 1921

Cromwell Tympan Papers

Give Cleaner Impressions with a Minimum Make-Ready

SAVING time on make-ready, and securing sharp impressions are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are also moisture-proof, protecting the packing against dampness.

You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing and they *never* rot.

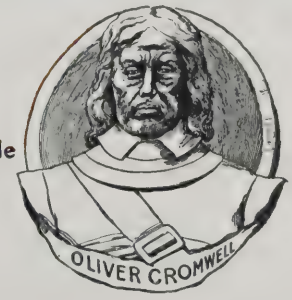
We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

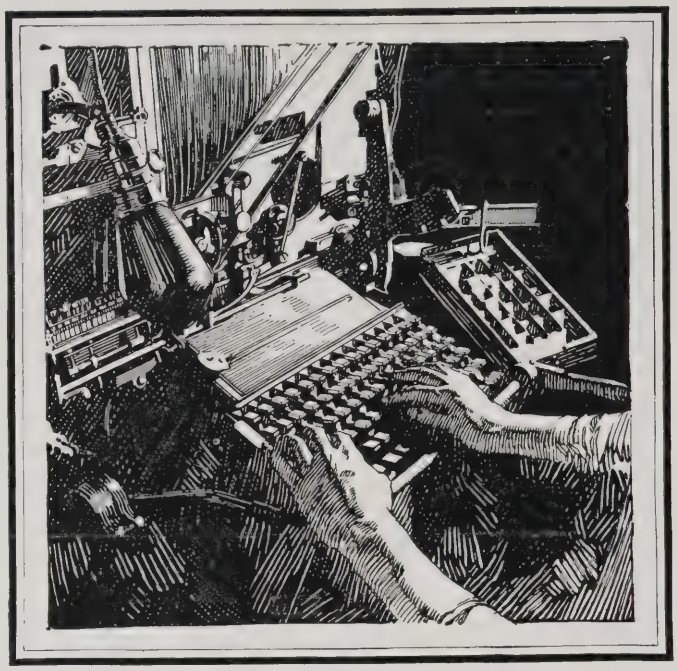
We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 66 inches wide. Order today and secure the perfection and economy in printing that Cromwell Tympan Papers give.

Sample of our Tympan Paper Sent on Application

THE CROMWELL PAPER COMPANY

JASPER PLACE Department B. F. CHICAGO, ILL., U. S. A.

Trade  Mark



The Craftsman and the Machine

THE craftsman in the past was wholly dependent on the labor of his hands to create what his mind conceived. Today, the development of modern machinery has freed him from this handicap. His trained mind and skilful hands guide and direct; the machine does the work.

The Linotype is typical of this method of production. The lightest touch on the keyboard signifies the operator's intention and sets in motion the power-driven mechanism which releases the matrix, composes, justifies and casts the line, and returns the matrices to their proper channels.

Working with the mechanical aid of the Linotype and the resources of Linotype Typography, the modern craftsman secures the quality of hand-workmanship with the economy of the machine.

Mergenthaler Linotype Company

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

Canadian Linotype Limited, Toronto

721. 2A

This advertisement is composed entirely of LINOTYPE *material*

Ben Franklin Monthly

Published for the Employing Printers of the United States and Canada

Vol. XVIII *20c the copy* JULY, 1921 *$2.00 the year* No. 10

Mr. Kennedy Tells Some Truths

Fred E. Kennedy, president of the Kennedy-Morris Corporation, Binghamton, N. Y., states some truths of interest to employe and employer alike, in a recent letter to the American Federation of Labor, in which he resigns as an organizer for that body. Portions of Mr. Kennedy's letter follow:

"I am herewith enclosing my commission as general organizer for A. F. of L. and respectfully ask that my name be removed from the list of organizers.

"After forty years of more or less active effort in the trades union movement I find myself compelled to discontinue further contractual relations with the Binghamton Typographical Union in the near future and, consequently, have no right to retain the commission with which I have been honored for the past twenty-four years. . . ."

After explaining financial conditions concerning his company and making reference to the increase in costs which will result from the proposed 44-hour week in Binghamton, Mr. Kennedy writes that he proposes to run an "open" shop and continues:

"The attitude of organized labor in refusing to share any part of the burden of after-war adjustment, while at the same time clamoring for lower prices for all they buy, looks to me like unwarranted selfishness. In justice, labor is entitled to its fair proportion of production, but this does not justify or excuse the shirking of the necessary sacrifices of the inevitable deflation that follows all wars.

"Trade unions have done more than all other agencies combined for the general betterment of conditions for all wage workers, but their power for good can easily be diverted to power for disaster if used in the wrong way. Labor tyranny is just as reprehensible as autocratic tyranny and just as dangerous. Abuses of power by organized workers is no less an evil than abuse of power by organized employers, because the motive is the same in both cases, even though the victims would be greater in numbers in one instance than in the other.

"We all know that trade unionism is not the final solution of the so-called 'labor problem,' but is merely a necessary expedient under our present system. So long as monopoly continues to take a large part of the products of labor and capital combined, labor and capital will be compelled to fight over the division of what is left.

"Our Socialist friends propose to substitute one gigantic governmental monopoly for all the lesser monopolies now in operation, and set up a labor dictatorship over all mankind.

"You think they are wrong and so do I; but what does organized labor offer as a substitute? Organization and more organization, with higher and still higher wages and a shorter and still shorter work-day. Carried to its ultimate conclusion, this system would eventually lead to business bankruptcy—and bolshevik chaos.

"Mr. Gompers and Mr. Lennon and Mr. Furuseth and many more of the most enlightened labor leaders know and have known for many years that monopoly of natural opportunities is the real cause of the perpetual conflict between capital and labor in all countries, and that the conflicts will continue as long as the cause is uncorrected, but apparently you are all afraid to say so publicly. Privately you are individualists and believe in fair competition and still you continue to advocate the collective system of regulating wages because it has so far proved to be the most successful system for immediate results. And I have been doing the same thing for thirty years or more, but I am beginning to believe that there is a better way and that is the reason for our change in methods in our own shop."

The July Issue Contains

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Drawn for Ben Franklin Monthly by Majel

Prominent Men Feature Program

Craftsmen Announce Speakers for Annual Convention in Chicago, July 23 to 30. Exposition and Entertainment to Be Elaborate

By J. N. CLIFFORD

WITH an expected attendance of 20,000 persons during the seven days of the combined printing machinery exposition and convention of International Printing House Craftsmen at the Chicago Coliseum, July 23 to 30, Chicago promises to be the only town on the map, as far as printers are concerned, during that week.

Not only is the exposition to be one of the largest and most complete ever held in the United States or Canada, but the convention proper with its long list of big men who are to speak on commercial and mechanical problems connected with the printing industry, will prove a magnet that cannot be resisted by the printer.

With such men as J. Horace McFarland, S. H. Horgan, Fred W. Gage, John Eynon and others of equal prominence in the trade; with President Warren G. Harding pressing the button which will swing open the giant doors of the Coliseum; with such exhibits as have been secured for the show and with the entertainment planned by the Chicago Club of Printing House Craftsmen which will be host, the success of the gigantic undertaking, which has been under way for almost a year, is assured.

Entertainment "De Luxe"

The entertainment alone will be "worth the price of admission." It includes stag affairs, a trip to Chicago's stock yards, a big league ball game, theatre party, informal banquet at Chicago's newest and greatest hotel, the Drake, a boat ride on one of the largest lake steamers plying out of Chicago harbor, capable of carrying nearly 3,000 persons and finally the exposition itself.

Another attraction will be an automobile trip taking in all of Chicago's boulevard system. Chicago has long been famed as a summer resort and its beaches and parks will aid in entertaining visitors. The Pageant of Progress, Chicago's exposition, which will start on the day the Exposition closes will also prove a strong lure.

Special days have been set aside for the various towns in the vicinity of Chicago, all of whom will send large delegations. The last day, Saturday, will be designated as Milwaukee Day, and at least 500 persons will come from that city by special cars. Wednesday afternoon, July 27, will be Chicago's and a half holiday in all local plants probably will be called.

To Print Ben Franklin Monthly at Show

Final details of both the exposition and convention were being arranged at the time BEN FRANKLIN MONTHLY went to press. These arrangements provide for special railroad rates, additional speakers and entertainment and the installation of exhibits.

One of the features of the show will be the production of BEN FRANKLIN MONTHLY by machinery on exhibition. This is being done at the request of the Service Committee to provide work to keep the various machines in operation. At least 25,000 copies will be produced and distributed not only to visitors but to printers in all parts of the world as well.

Here is the Line-Up

Preliminary Program

"The Value of the Craftsmen's Clubs as Seen by the Employing Printers"
J. Horace McFarland, Harrisburg, Pa.

"Photo Engraving"
Stephen H. Morgan, New York

"Importance of Standardization"
A Representative of the Department of Commerce

"Influence and Effect of Automatic Equipment in the Printing Business"
Fred W. Gage, Battle Creek, Mich.

"Printing Ink"
Chas. F. Bower, Chas. Eneu John Co., Philadelphia, Pa.

"Hints for Users of Electrotypes"
(Speakers to be announced later)

"Tolerance"
John Eynon, President United Typothetae of America
Washington, D. C.

"Modern Plant Arrangement"
C. W. Kellogg, American Type Founders Co.

"Offset Printing"
Warren C. Brown, Editor *National Lithographer*

"Machine Composition"
Frank Sherman, Secretary International Trade Composition Association, Chicago, Ill.

"Standardization of Process Colors"
Report of the Committee on Standardization of Process Colors of the American Institute of Graphic Arts
Arthur S. Allen, Chairman

Preliminary Program of Entertainment

Saturday, July 23, and Sunday, July 24, meeting of Delegates and conducting them to their hotels by members of the Reception Committee.

	Monday, July 25
Morning	Opening of Convention.
Afternoon	Graphic Arts Exposition.
Evening	Theater Party for Ladies; Smoker for Men.
	Tuesday, July 26
Morning	Shopping Tours for Ladies. Second Session of Convention.
Afternoon	National League Baseball Game.
Evening	Choice between a boat ride on Lake Michigan and a visit to White City.
	Wednesday, July 27
Morning	Visit to Field Museum for Ladies. Third Session of Convention.
Afternoon	Motor ride through parks and boulevards.
Evening	Banquet at Drake Hotel for Ladies and Men.
	Thursday, July 28
Morning	Visit to Stockyards for Ladies and Men.
Afternoon	Graphic Arts Exposition.

Notes and Comments

It will be noticed that the mornings of each of the three days, July 25, 26 and 27, are reserved for the sessions of the Convention. Provision is made for the separate entertainment of the ladies on the mornings of July 26 and 27, while the men are in attendance at the Convention. The afternoons and evenings of each day are devoted to the entertainment of the ladies and of the men jointly.

From Thursday noon, July 28, to Saturday evening, July 30, the time will be devoted to attendance at the Graphic Arts Exposition.

Big Strike Enters Tenth Week

Each Side Still Determined to Outwait the Other. Many More Shops Change to "Open." No Settlement in Sight. Two More Cities Affected

By J. N. CLIFFORD

THE most important development in the printing trades strike last month was the addition of three more cities to the list of those where strikes are now in progress. These cities were St. Paul, Minneapolis and Toronto, where strikes were called June 1 at the expiration of contracts with the unions. In Minneapolis 656 men went on strike, in St. Paul, 397, and in Toronto, nearly 500.

Two other large cities felt the effects of the 44-hour agitation July 1. Union employes in Milwaukee and Montreal walked out on that date upon the refusal of employers to grant the shorter week.

Reports coming from the employers show that a number of cities have successfully fought out the issue, but in a majority of cities the end of the tenth week found a deadlock, with both sides equally determined to continue the fight. Several cities have lost the fight against the 44-hour week, including Albany and Sioux City, Iowa. The most noticeable victories for the employers occurred in Jamestown, N. Y., and Boston.

Those cities where the unions had lost "substantially" up to July 1 were: Boston, Portland, Utica, Syracuse, Rochester, Buffalo, Toledo, Cleveland, Grand Rapids, St. Paul, Minneapolis, Duluth, Denver, Salt Lake City, Louisville, St. Louis, Wichita, Topeka, Pittsburgh, Baltimore, Philadelphia, Harrisburg, Easton, Erie, Binghamton, Nashville, Memphis, Chattanooga, Atlanta, New Orleans, Jackson, Hattiesburg, Shreveport, Mobile, Omaha, Mitchell, S. D., Appleton, Ottawa, Fargo, Toronto, Montreal, Hamilton, Muskogee, Winnipeg, Galveston, Houston, Dallas, Charleston, Columbia, Amarillo.

Over 600 Plants Join "Open" Ranks

A detailed report of the situation in 81 cities where strikes were called shows 603 plants that were formerly closed now open. The figures below are those for the middle of June but give a clear indication of conditions on July 1:

City	Employes Going Out	Employes Returned	Employes Re-placed	Shops Ch'g'd to Open
Amarillo, Tex.	5	0	all	1
Baltimore	743	95	201	14
Boston	3007	872	648	1
Buffalo	444	5	95	17
Camden	31	1	10	5
Champaign-Urbana	60	12	40	5
Charleston, Ill.	1	0	0	0
Charleston, S. C.	3	0	1	2
Chattanooga	27	5	10	9
Cincinnati	16	3	13	0
Cleveland	1282	125	143	10
Columbia, S. C.	68	0	20	7
Decatur, Ill.	14	12	0	1
Dallas	30	5	25	7
Denver	750	55	300	32
Duluth	106	0	26	6
Easton, Pa.	139	15	61	8
Erie, Pa.	23	2	11	7
Evansville	107	57	15	9
Fargo	21	1	7	10
Grand Rapids, Mich.	200	45	55	10
Grand Forks, N. D.	36	0	10	1
Hamilton, Ont.	200	6	100	20
Harrisburg, Pa.	275	6	22	5
Hattiesburg, Miss.	9	0	2	0
Houston	153	8	10	8
Galveston	125	0	0	0
Huntington, W. Va.	20	3	8	4
Hutchinson, Kas.	2	0	2	3
Jackson, Mich.	32	7	3	4
Jackson, Miss.	45	1	17	3
Jamestown, N. Y.	10	0	5	0
Jersey City, N. J.	30	0	0	0
Joliet, Ill.	23	1	23	4
Kokomo, Ind.	9	5	1	3
Lancaster, Pa.	122	5	37	1
Louisville, Ky.	66	1	36	12
Los Angeles, Calif.	202	12	162	0
Madison, Wis.	10	0	10	4
Mattoon, Ill.	2	0	0	2
Memphis, Tenn.	173	0	35	8
Minneapolis	656	304	230	85
Mitchell, S. D.	17	0	17	3
Moline, Rock Island, Davenport (Tri-Cities)	67	0	11	13
Montgomery, Ala.	10	0	7	
Muskegon, Mich.	15	2	8	8
Nashville, Tenn.	119	3	17	12
New Haven, Conn.	76	3	25	7
New Orleans, La.	210	15	60	9
New York (bookb'drs)	852	50	733	21
Norfolk, Va.	30	3	25	12
Oklahoma City	152	15	110	14
Omaha, Neb.	63	10	45	10
Ottawa, Can.	440	55	...	..
Paducah, Ky.	2	...	3	1
Pittsburgh, Pa.	270	35	50	1
Portland, Me.	14	2	4	0
Raleigh, N. C.	167	0	74	5
Rhode Island	71	2	20	5
Rochester, N. Y.	480	30	185	20
Saginaw, Mich.	38	10	4	7
Salt Lake City	144	2	65	16
San Antonio	18	3	15	3
San Jose	20	20	0	0
Shreveport, La.	50	2	40	4
Spokane, Wash.	47	0	20	10
Springfield, Mass.	7	2	3	3
Syracuse, N. Y.	138	11	60	18
Terre Haute, Ind.	20	4	12	3
Toledo, O.	250	42	89	19
Tulsa, Okla.	19	1	12	12
Utica, N. Y.	18	0	5	14
Wilmington, N. C.	74	14	...	4
Worcester, Mass.	30	0	25	4
Fox River Valley, includes: DePere, Wis. Green Bay, Wis. Appleton, Wis. Oshkosh, Wis. Menasha, Wis. Neenah, Wis.	27	3	10	17
Total	12,232 Out	2,005 Returned	4,148 placed	603 Open

Note that Chicago is not included in the above table. Latest figures show that throughout the country there were over 20,000 employes in the printing trades on strike at some time during the period from May 1 to July 1.

The total number of shops said to have gone "Open" number nearly 800, according to available statistics, although but 603 are given in the above table.

Baltimore Adopts New Plan

One important result of the struggle and one that promises to have a far-reaching effect is the formulation

Continued on page 70

Help the Buyer Find Your Plant

And Help Him Find It in a Receptive Mood. Outside and Inside Appearances Do Much to Build Your Business.

By JOHN E. ALLEN

ON ONE of the commercial avenues that contribute extra heavily to the daily roar of up-town Manhattan is a certain business place wherein the purchasing dollar petitions most successfully in behalf of the holder thereof, for within that store may be had the bona fide bargain. And yet this truth is appreciated only by the few who have had the hardihood to brave the exterior uninvitingness of the place, and remains undreamed of by most of the potential purchasers who hourly hurry by.

Only a few hundred yards farther up-town, along the edges of another business way, are located many display rooms within the precincts of which circulating currency is almost wholly without authority, for the only things that the product of the bureau of engraving can command in those places are the superlatives of benignant orators of speculation, and their fancifully lithographed shares of alleged stock. And yet, for many hours of the day, those identical display rooms are crowded with persons who have about them a quantity of legal tender and the complementing desire which ultimately brings about their separation from that commodity.

The main points to be deduced from the two preceding paragraphs are obvious. The business place first referred to offers many genuine values on the inside, and yet little has been done by the owner of the store to enable the prospective purchaser to appreciate the fact. Some of the display rooms mentioned offer at best somewhat doubtful values, but the managements of those places have done many things to make those values as attractive as possible. Consequently, the former transacts much less business than the values offered would seem to imply, and the latter enjoy a much brisker trade than the soundness of the propositions involved would seem to warrant.

"All of which," the admirer of P. T. Barnum might wish to insert at this point, "is additional proof that another one is ushered into life every sixty seconds, and that the average breathing American would rather take a long chance any day in the week than to confine his outlays of hard money to the fields of surer though more limited possibilities"; while the advertising enthusiast might wish to state: "All of which is additional proof that it certainly pays to advertise."

But let us here disregard the philosophy of the great showman, and put aside the idea of advertising, in its more limited sense, to consider the physical appearance of that business place and those display rooms.

It is known to me personally that one excellent reason why many people do not enter the former is that it really is quite difficult *to* enter. To begin with, the main entrance is a narrow one, and to make matters even more congested, a great collection of things for sale have been permitted to remain on the floor and against the walls right inside the doorway. Fifteen or twenty feet in from the threshold the congestion ends. Toward the middle of the interior, and even at the rear of it, the place is much less crowded; and any one who ventures beyond the initial congestion really has a chance to look about him with a fair degree of comfort. At any rate, it is easier to get out of the place than to get into it.

Things are entirely different up at the display rooms. The doors of the larger main entrances nearly always are wide open. No impediments of any kind are permitted to remain about the doorways. And usually some sort of attractive activity is carried on within toward the rear of those places. The idea, of course, is to make it much easier for the people on the outside to get in than—thanks to the efforts of the stock salesmen within—for the people on the inside to get out.

Many a printing plant with genuine values on the inside has an exterior fully as uninviting as the business place first referred to. And in the front office of many a printing plant has been permitted to accumulate a repelling array of odds and ends which, if worth keeping at all, should be consigned to some spot toward the rear of the place. Consequently, a large percentage of the persons who are patrons of these plants have become patrons in spite of the disagreeable appearance of the places—have actually *forced themselves* to recognize the values to be had on the inside.

If the observing of a few trifling details can be made to make it easy for many people to enter a place where even doubtful values are offered—and it certainly can—then the master printer, who nearly always gives the customer more than his money's worth, surely can make it easy for many people to enter his place of business, by observing the same trifling details.

The exterior of the modern printing plant should be made as attractive as possible. If the plant is located far enough in from the street, and the necessary ground is available, a plot of lawn with perhaps a flower bed or two and some shrubbery should be kept up as long as weather conditions permit. The exterior of the building itself should be kept as fresh looking as paint and occasional cleaning can keep it. And the sidewalks out in front should be kept as free from impediments as possible.

The front office of the modern printery should be spacious enough to obviate unnecessary crowding of desks,

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Mr. Allen says:

"The front office of the modern printery should be spacious enough to obviate unnecessary crowding of desks, cabinets and other articles of office furniture. As much natural light and fresh air as possible should be admitted. Unsightly accumulations of newspapers and magazines should be banned. Some chairs and a settee or two should be provided for the use of patrons. Appropriate pictures and displays of specimens should be used to relieve the monotony of uninterrupted wall space and to add to the atmosphere of attractiveness which it is desired to produce."

These are only a few of the suggestions the writer makes, in urging that the printer pay attention to the appearance of his office and its entrance. Read his article. It is well worth while. —The editor.

What Do *You* Get for *Your* Dues?

One Organization Wanted to Find Out What Its Members Got In Return for Membership, So It Asked Them. This Article Tells How.

By NORTON JAMES

THE big man in one of the biggest printing plants in Milwaukee walked jauntily into a meeting of printing executives, humming softly to himself:

"There's no hard times coming—
It's just the soft times going."

"Boys," he said, his smile broadening, "let's start something that was never before started. We have 'questionnaired' everything and everybody. Let's questionnaire ourselves for a change. Instead of looking to the outside for the facts about conditions and everything, let's look inside."

And so there was launched the unique project, which will probably be completed in August, of the Milwaukee Typothetae questionnaire. It is, of course, not the first little job of self-analysis in America, but it is, in a great many respects, the most peculiar one ever tackled.

The Milwaukee Typothetae includes ninety-three printing houses of that city—which would be a whole lot in one organization in a very much larger place than 500,000 Milwaukee. Its officers are all humdingers for work, consequently, any number of things have been started, in the way of association work. National President Eynon, Washington, D. C., told the members only a short time ago that they were "some finishers," too.

Sixty of the member shops have, in less than two years, put in a uniform cost system, and are using it, don't forget that. That's a sample of how they do things. Under Walter G. Penhallow, executive secretary, they have put in a school—not for employes, but for the executives. This school has the one-arm chairs, blackboards and all the requisites of the school-room. Absentees must bring an excuse.

Well, then—why start something; for example, a questionnaire "inside"?

Because keeping things going is a much different thing from starting things. Even in the best-regulated organization, everyone will admit.

Checking up association work usually consists of doing different degrees of pleasant prodding at the regular meetings. The enthusiasm pumps are manned and a bunch of atmosphere is created. No one, however, has ever invented a non-evaporating atmosphere; not even Old Man Gloom.

Put everybody on record. Make "yes" or "no" answers necessary. Get the kind of data that can be analyzed and cross-analyzed. Remind the members that said data are constantly on tap, after it has been secured.

That is the policy of the Milwaukee Typothetae in casting up its progress and doings "in writing," for the addi-

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An Important Typothetae Questionnaire

Member.....Date.....1921.
Cost System—Has our service in installing the U. T. A. Standard Cost System been completed?.....
Are you keeping up with its requirements?.....
Is there any part of it that you do not understand?.....
If so, what is it?.....
Class Work—Has your shop or office been represented in class work?.....
If so, by whom, and what courses taken? Cost class by.....
Estimating class by..... Salesmanship class by.....
Credit and Collections—Has your list of customers, with ratings, been sent in?.....
Have you sent in your bad accounts for collection?.....
(Send in at least those you have charged to profit and loss.)
Do you report undesirable customers for record in office?.....
Survey—Have you filled out and sent in your Questionnaire on Printing Business Survey for 1920?.....
Apprentices—Are you doing your duty to the printing industry to maintain a full quota of apprentices?.....
Are you now in need of any?.....
We can supply good young men.....
Estimating—What form of estimate blank do you use?.....
What form of quotation blank do you use?.....
Will you use the Standard Forms?.....
Would an estimator in central office be of help to you?.....
At what price are you estimating composition?.....
Platen press work? $.....Cylinder press work $.....
10x15?.....12x18?.....Pony?.....Medium?.....
Large?.....
Price Book—Do you understand the U. T. A. Price Book?.....
Do you use it and sell on that basis?.....
Is your price list kept up to date?.....
Waste Paper—About how many pounds of waste paper do you sell a month, and at what price?
Sorted white? $.....@.....
Mixed? $.....@.....
Employes—Have you listed your employes with our Employment Bureau?.....
Advertising—How much have you spent for advertising last year? $.....
Are you taking enough of your own medicine?.....
Have you a mailing list?.....
Office Help—Would you like some expert office girl to come each week and check up your cost work?.....
Could you use a visiting bookkeeper?.....
Would you like to have someone give you special instructions in estimating?.....
Numbering Machines—Are you availing yourself of the 12 numbering machines we have in the office?.....
They rent for 35c a day.
Sales Division—Are you a member of it?.....
Do you understand its features?.....
Printing Trade Customs—Have you these posted in your office?.....
Do you live up to them?.....
U. T. A. Signs—Are they up on your windows and doors?.....
U. T. A. Trade Mark—Do you use this on your stationery and advertising?.....
Special Machines—If you have any special machines for work that other printers might send to you, please mention them.....
Specialized Work—What work, if any, do you specialize in?..... Will you give the office monthly, facts as follows:
Number of jobs entered.....? Total amount $.....
How many on competitive basis?.....amount $.....
How many on non-competitive basis?.....amount $.....
How many jobs estimated?.....
Meetings—Is your firm represented at the monthly dinner meetings?.....
How many have you missed?.....
Is there anything we can do to make them more interesting?.....
Do you know these dinners are free to members, one for each firm?.....
Picnic—Are you in favor of printers' picnic?.....
Have you any good ball players?.....
Name them.....
Entertainment—Can you suggest any form of entertainment that would interest you?.....
U. T. A. Help—Does the Typothetae help your business?.....
In what way?.....
In what way, or ways, could the Typothetae help you more?.....

He Didn't Look Like Much---But!

An Article That Proves the Unlikely Prospect May Become Your Best Customer. Tales Told in Other Trades Point Out a Moral for the Printer.

By JAMES H. COLLINS
(Copyright, 1921, by J. K. Novins)

HE WAS a greenhorn, this filing-system salesman. Otherwise, he would have gone past that place with a lot of second-hand machinery piled in front—greasy, rusty junk. Any old timer could have told him that wasn't the kind of place to sell fancy filing cabinets.

But being just a greenhorn, with a copy-book resolution not to skip any concern on his route, however small, he went in. The proprietor looked as unpromising as his business. There was no office—simply an old roll-top desk, cluttered with dusty papers—used chiefly as a footrest. The proprietor looked the typical junk man.

They didn't talk filing systems, but the second-hand machinery business. Times were bad, the proprietor admitted. Yet in bad times people overhauled plants, scrapped equipment they wanted to sell, and looked for bargains that would improve their plants. A dealer who knew who was selling, and who was buying, and what they wanted, could always make money.

The salesman suggested that this must be where experience counted.

You bet it did! Didn't it run into a lot of detail? It sure did! As a dealer in machinery, had it ever occurred to him that there was machinery for handling such detail—files for correspondence, tickler cards to show the possible sellers and buyers of each kind of equipment, form letter systems by which a stenographer could automatically send information to prospective customers? No—never thought of it.

Stepping Into the Other Fellow's Shoes

The greenhorn became a junkman, and imagined what he would do to take such a business out of his hat and put it in a filing cabinet. He got an order for a $20 tickler system, found a second-hand typewriter for his customer, got him a stenographer. The latter tended shop, giving the proprietor more time outside. She tackled the jumble of old correspondence on his desk, arranging inquiries for every kind of equipment on cards. Then she wanted to file the correspondence—a letter file was ordered. Customers often came in while the boss was away. She didn't know prices. So a cost-and-price record system was started—another sale. Accounts were kept in one old journal with pencil entries. She suggested a loose-leaf system — another sale. All told, this customer who didn't look like much in the beginning bought $500 worth of equipment in a few months. System is steadily enlarging his business, and as it expands, he needs more filing equipment.

James H. Collins is one of the highest paid writers on business in the United States.

For twelve years he has contributed business articles to the "Saturday Evening Post."

His writing career dates back twenty years.

In 1919 he toured South America for the "Philadelphia Public Ledger."

He has traveled extensively in England, France, Germany, and other foreign countries, investigating business conditions.

During the war he served as head of the Trade Press Section of the U. S. Food Administration. He worked on the Committee of Public Information.

He was also assistant to Chairman E. N. Hurley, of the U. S. Shipping Board.

He was formerly a contributor to "Printers' Ink." He has also contributed to "Country Gentleman," "McClure's Magazine," "Ladies' Home Journal," and to a number of well-known business publications.

In England his work appears regularly in "World's Work Magazine."

He is the author of the following books:

"Straight Business in South America" (Appleton).

"The Art of Handling Men" (Altemus).

"Human Nature in Selling Goods" (Altemus).

Neglect Nobody—Who Knows But That Tomorrow——!

Good customers and good orders are likely to turn up in disguise. They look like farmers, foreigners, poor people, ignorant people, and folks who are shy, shabbily dressed, lacking in force and personality. At any moment, one of them may walk into a printing plant, or answer the salesman's knock on the door. And they are constantly being neglected and snubbed by the fellow who is cock-sure about his ability to "size up people."

A kodak man in Buenos Aires told me how a big wholesale clothing house lost a quarter-million dollar customer because he wasn't much of a "looker."

A Latin-American on his first trip to the United States, he wanted some ready-made clothing. Speaking no English, the kodak man went along to help with his ten-lesson Spanish. Trying on coats in a big retail store, this little dark man moved his arms about to get one that felt comfortable in the shoulders. The clerk looked on cynically.

"What is this fellow—a fiddler?" he asked.

It happened that "fiddler" was one of a dozen English words the visitor understood. He took that coat off, laid it down, and went out. At another retail shop they found a courteous clerk. The Latin-American is a general importer in his country, and before leaving Chicago bought a quarter million dollars' worth of goods—but not a dollar did he spend with the wholesale branch of the concern where his feelings had been

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Nationalize Your Advertising

That Extra Fine Bit of Printing For a National Advertiser Can Bring You More Returns Than the Check Which Pays For It. Here's How

By MURRAY E. CRAIN

HOOK up with National advertising! This is a common admonition in retail merchandising circles, and many a live dealer in shoes or hats has filled his exchequer to the overflowing point merely by following this course of action.

No dealer in Hart, Schaffner & Marx clothes, for instance, would permit that big clothing house to run a quarter-page ad in his local newspaper without announcing at the bottom of the display that "We sell Hart, Schaffner & Marx clothes." The dealer thus gets the advantage of the big space paid for by the manufacturer at a very slight cost to himself.

Doubtless printers have cast about for some way of adapting this plan to their own business, and have given the job up in despair. The reason is obvious. It would be possible for a member of the printing trade to follow a Systems Bond ad with the announcement that he carried that paper, were it not an unfortunate fact that the makers of Systems Bond depend exclusively on magazine advertising and direct-by-mail to create a demand for that well known sheet. Little or no purely local advertising is done by any paper manufacturer. It is true that a printer might take an advertisement in one of the National magazines in which Systems Bond advertising appears to announce that he can provide that paper. In view of the territory which these journals cover, however, and the rather limited field in which the average printer operates, this method presents obvious disadvantages.

Perhaps Julian Wetzel, head of *The Keystone Press*, of Indianapolis, and editor of the little magazine which bears the same name, followed this train of thought. And out of it came some rather novel advertising, distinctly worth while from every angle. Mr. Wetzel may have concluded that it was impossible to link up effectually with National advertising, but he saw no reason why he shouldn't connect with some of the well-known local advertisers, with just as good results. So he did it. A recent issue of *The Keystone Press*, the house organ mentioned above, carried as an insert a page containing some colored illustrations run by the printer for L. Strauss & Company, leading clothiers of the Hoosier metropolis.

This may not mean much to those outside of Indianapolis. It means a great deal to those who are familiar with the business houses of that city. L. Strauss & Company is not merely a retail clothing house of an Indiana city. It is a National institution, and its advertising has brought favorable comment from experts in all parts of the country. It is at least as well known as any other retail institution in the country, not excluding some of the large department stores of New York and Chicago. C. D. Murta, who perhaps originated the style of advertising which made L. Strauss & Company famous, was at one time president of the Advertising Club of Indianapolis, and is now connected with a Baltimore clothing house, which won him away from the Indianapolis concern via a fancy salary route.

The clothing house, as far as newspaper advertising is concerned, confines its publicity to the hand-lettered variety. What it says, it says in a few words. A full page in an Indianapolis newspaper may be taken, but the message, hand-lettered as indicated, will merely read: "Strauss says, 'It's straw hat time.'"

That's all. No puffery, no straining of adjectives, no lavish praise of the merchandise the house has to sell. Just a few quiet, convincing words.

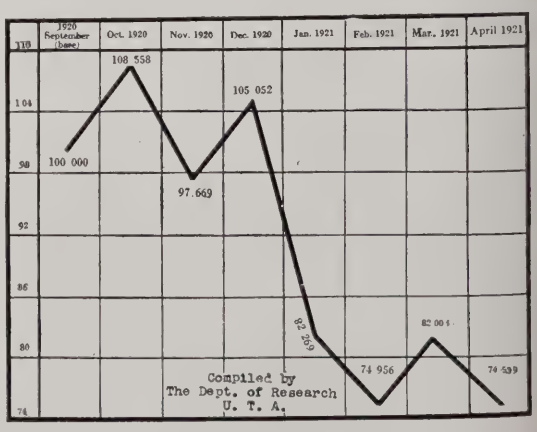
When the Associated Advertising Clubs of the World met at Indianapolis in 1920, a full page advertisement appeared in the two Indianapolis afternoon papers. It contained this: "Strauss says, 'Break it up. We'll put it together again after you leave.'" And the illustration was a photograph of the famous Soldiers' and Sailors' monument which stands on the equally well known Circle in Indianapolis. The artist had touched the photograph up in such a way that it appeared to be broken in several places and ready to topple to the ground. No advertisement which appeared during the convention caused quite as much comment.

All of this is interesting to the printer only as indicating the interest felt by business men of Indianapolis in the advertising of L. Strauss & Company, because it is advertising at its best. And this applies not only to the newspaper advertising, but to the direct-by-mail variety. Just as much pains are taken with the latter as the former. It is just as attractive and just as carefully read.

All of this being true, it is not difficult to see the advantage of the plan of *The Keystone Press*, in telling the Indianapolis public that it handles the direct advertising of L. Strauss & Company. The man on the street, who has been impressed by the clothier's advertising, is likely to make a note of the name of the concern which does so much toward making the advertising successful—and to take advantage of the resources and ability of that printing establishment.

Yes, it's pretty hard for the printer to kill any bird with the ammunition fired by National advertisers under present conditions. But cheer up! Perhaps there is an L. Strauss & Company in your town, and perhaps you are helping them prove that advertising pays. If this is the case, why not tell the folks in your town about it?

Chart Showing Rise and Fall of Production in the Printing Trades Since September, 1920



Sales Built on "Complete Service"

How R. R. Donnelley & Sons Company Has Gained Confidence of Printing Buyers the World Over By Relieving Them of Details

By IRVINE M. LEVY

IF THE printing salesman is looked upon only as the man who brings in copy to be fed to the presses as so much raw material, then the salesmen of the R. R. Donnelley & Sons Company, Chicago, have left the beaten path and have made a new one for themselves—a path which is leading Donnelley salesmen to larger sales.

Donnelley salesmen are trained to create ideas and make plans of such value to the customer that the salesmen really become not only a part of the production department but members of the customer's staff as well.

Salesmen Get Proper Backing

The Donnelley sales department is so constructed that individual salesmen are given every possible aid in preparing their campaigns. Within this department is another department known as the advertisers' service department. Its personnel is made up of copy writers and artists, whose task it is to prepare all preliminary plans with which the prospective buyer is to be approached and then, after the sale is made, to prepare the actual manuscripts and drawings to be used in the catalog, broadside or whatever the order calls for. The splendid equipment of the Donnelley plant, which includes not only the routine departments but also departments of photography, engraving and every other process known and used in the graphic arts, enables the salesman to accept any order from a hundred business cards to an edition of catalogs running into hundreds of thousands of copies. Another factor which enables a Donnelley salesman to approach the possible buyer with complete confidence is the attitude the company takes with regard to mistakes and errors. When the salesman receives an order it is with the understanding that his company assumes complete responsibility. Since the company handles every detail, it knows that it alone is responsible and it can therefore guarantee the completed job to be as the customer wants it. While in process of work a job is checked by the salesman who brought in the order. He is given regular reports of its progress and can at a moment's notice inform the customer of the exact condition of his order.

Organization a Sales Point

In selling Donnelley printing, salesmen stress the completeness of the organization which they represent. There are companies which emphasize the fact that they sell only composition, presswork and binding. They are successful and we shall hear more of them in a later article, but the point to be emphasized here is the extraordinary success with which the Donnelley company has met through its method of selling and producing not only printing but every other factor which enters into it.

The guiding genius of the sales department is — — Bolt, the sales manager. He has an assistant whose task it is to direct the advertisers' service department. Mr. Bolt's task is to direct all departments, of course, but his contact is closest with the salesmen.

The sales efforts of the company are nation wide. Donnelley salesmen are on the road in practically every state. Mr. Bolt also does considerable traveling and very often goes with a salesman to aid in closing a contract. Donnelley men are paid on a commission basis and a record of sales is posted every month. To have his name at the head of the column is the ambition of every salesman in the organization. The men are given every assistance and their way is prepared through direct mail literature which goes out at stated intervals preceding the actual visit of the salesman to the prospect. Immediately before making a call the salesman himself sends a personal letter to the buyer. When he calls he meets with a cordial reception and is given an attentive hearing, for not only has the sales literature prepared the mind of the possible client but the name of Donnelley stands for a quality of service equaled by only a few other concerns, and the customer knows it.

Specialists a Feature of Selling

In speaking of the work of his department, Mr. Bolt recently said: "The Donnelley organization is a coordinated group of specialists, dovetailing the work so that the whole is harmonious to the nth degree. Each individual is adapted to the work which he performs. Each man has the ideals of the company ever before him and his efforts are always turned toward the attainment of those ideals."

That printing buyers realize this is proved by the fact that approximately 1,000 different supply catalogs have been compiled by the Donnelley jobbers' catalog department. The jobbers served are located in 166 cities in the United States proper, in Honolulu and Hilo, T. H., and in 13 Canadian cities, as well as in London, England; Paris, France; Brussels, Belgium; Milan, Italy; Mexico City, and Tokio, Osaka and Yokahama, Japan. Direct distribution of catalogs has been made to Central and South America and Donnelley-made catalogs are at work in the industrial centers of Europe, South Africa, India and China.

How Do Your Costs Compare With These?

AVERAGE hour costs for the first quarter of 1921, as reported by the Department of Research of the U. T. A., are as follows:

	Production Hour Cost	*Percentage of Productive Time*
Hand Composition	$2.47	64.6
Machine Composition	2.39	75.0
Monotype Keyboard	1.76	68.8
Monotype Caster	1.54	68.8
Small Platen, H. F.	1.27	57.2
Large Platen, H. F.	1.37	59.0
Small Platen, M. F.	1.23	55.8
Large Platen, M. F.	1.20	56.6
Automatics	2.08	58.1
Pony Cylinder, H. F.	2.31	65.7
Medium Cylinder, H. F.	2.76	67.6
Large Cylinder, H. F.	3.76	67.5
Mechanical Feed Cylinder, Medium	2.70	77.8
Large Mechanical Feed Cylinder	2.74	77.8
Two-Color Cylinder	6.19	61.0
Web Rotary	6.83	98.0
Cutting	1.72	66.7
Hand Feed Folder	1.82	65.3
Machine Feed Folder	1.86	77.6
Ruling	1.82	64.9
Men's Machines	1.68	77.4
Men's Hand	1.38	88.4
Girl's Machine	1.08	82.1
Girl's Hand	0.73	84.0

Accidents Few in Printing Trades

Assertion That High Accident Rate Prevails Is Wrong. Low Accident Insurance Rates Prove Industry One of Safest

By F. E. WOLFE
Department of Industrial Relations, U. T. A.

THE assertion that the printer's occupation has a high accident hazard has been made at times in wage arbitration cases. Accurate data of a comprehensive character for the entire industry in the United States are not available. But the National Council on Workmen's Compensation Insurance and the New York State Industrial Commission are two sources of information that may have some significance as indices of the risk of industrial accidents assumed by the workmen in the printing trades.

Printing Rate Low

The National Council establishes rates for accident insurance used by the insurance companies throughout the country. Its basic data cover practically all the states of this country, but are classified by industries and not by occupations. Its "Manual of Classifications and Rates" reflects, therefore, in the different rates charged for accident compensation insurance in the different industries the relative hazard of the printing industry, as compared with other industries. Inasmuch as the rate is the price of insurance for each $100 of payroll exposure it is the best index of relative hazard available.

A comparison of the rates for the printing industry with those of other specified industries is made in Table 1. The industries compared represent, among other manufacturers, the building trades and the industrial classifications showing the highest and those showing the lowest rates of insurance. It will be observed that the rate for the printing industry, 73 cents per $100 of payroll, compares to marked advantage with the rate of $15.53 per $100 of payroll which obtains in the well-known hazardous occupations of building and bridge structural iron workers. It is also considerably lower than the rate for paper making, saw milling, machine shops, logging and lumbering, hardware manufacture, marble cutting and polishing, meat packing and marketing, and the building industry, and in general is higher than those industries performing principally office and clerical work.

Another source of information indicating the relative hazard of the printing trade is afforded by data not heretofore published, compiled by the New York State Industrial Commission. Thus Table 2 shows the number of compensated accidents by specified industries for one year in New York state. Unfortunately, the number of workers employed in these industries for the year 1917 is not known, hence, it is not possible to compare accident frequency rates in the different industries. However, it will be observed from the table that only one industry, mining and quarrying, had a smaller total number of accidents than printing and publishing. In this connection it should be noted that mining and quarrying, according to the Abstract of the Census of Manufacturers, 1914, pp. 655-679, was relatively of much lower rank in the number of wage earners employed, as compared with the printing and publishing industry. The 869 accidents in the printing industry constituted 1.5 per cent of the 55,441 total accidents, and of these 869, four, or one-half of 1 per cent were fatal; 114, or 13.1 per cent, resulted in permanent disability, and 751, or 86.4 per cent, were only temporary disabilities.

27% in Pressroom

Table 3 shows the distribution of the compensated accidents in the printing industry by mechanical departments. A more revealing classification would have been one showing the processes of work within each department in which the accidents occurred, but this is not available. It will be observed that only 393, or 38.4 per cent of the 869 total accidents occurred in the composing room, press room and bindery. In these three important departments of the representative printing plant there was one fatal accident. Two hundred and forty, or 27.6 per cent of the accidents occurred in the press room.

Summary

The data, as set forth above, meager as they are, warrant the following statements in conclusion:

1. The accident hazard in the printing industry is low, as shown by its low rate of compensation insurance.

TABLE 1. RATES OF COMPENSATION INSURANCE FOR SPECIFIED INDUSTRIES.

(From Manual of Compensation and Liability Insurance, Rules and Rates, 1921, for Illinois. Issued by National Council on Workmen's Compensation Insurance, New York City.)

CLASSIFICATION	RATE
Office workers, bank clerks etc	$ .06
Jewelry store clerk	.16
Clothing store clerk	.17
Clothing manufacturing	.24
Linotype operator	.32
Dry goods store clerk	.36
Photo engraver	.38
Grocery clerk	.50
Bookbinder	.53
Hardware store clerk	.67
Electrotyping	.71
Furniture store clerk	.72
Hotels	.72
Printing: Compositor	.73
Pressman	.73
Meat market clerk	1.04
Laundries	1.16
Plumbing and gas fitting	1.16
Lithographing	1.19
Marble cutting and polishing	1.57
Chauffeurs	1.66
Rubber tire manufacturing	1.70
Other hardware	1.77
Machine shop	1.93
Plastering	1.95
Packing houses:	
Subdivision 1, lard refining	1.96
Subdivision 2, butchering	2.68
Subdivision 3, fertilizer manufacturing	3.04
Subdivision 4, sausage manufacturing	1.55
Subdivision 5, all other operations	1.09
Carpenter, buildings under three stories	1.97
Paper making	2.53
Hardware manufacture, auto and carriage	3.70
Brick Mason	3.74
Logging and lumbering	4.38
Saw and barking mills	4.53
Painting, exterior	5.46
Painting, interior	1.06
Carpenter, general	7.11
Painting structures	15.53
Bridge structures	15.53

2. In general, it is the soft-handed trades, principally represented by office and clerical work, which have the advantage of a lower rate of insurance for accidents than the printing trades.

3. The available data from the large industrial state of New York for the year 1916-1917 show that the compensated accidents occurring in the printing and publishing industry constituted only 1.5 per cent of the total accident in all industries, and that 86.4 per cent of this 1.5 per cent were temporary disabilities.

4. Of the 869 accidents in the industry in the state for which compensation was granted, 393, or 38.4 per cent occurred in the composing room, press room and bindery departments.

TABLE 2. COMPENSATED ACCIDENTS BY INDUSTRIES IN NEW YORK STATE FOR YEAR ENDING JUNE 30, 1917.

Number and per cent of compensated accidents:

Industry Groups—	Fatal Accidents		Perm. Disability		Temp. Disability		Total Accidents	
	No.	%	No.	%	No.	%	No.	%
Mining and quarrying	36	6.3	67	11.7	471	82.0	574	100
Smelting, steel works, metal trades	128	1.1	1,500	13.4	9,562	85.5	11,190	100
Chemicals and allied products	36	2.5	139	9.9	1,235	87.6	1,410	100
Paper and paper products	21	1.4	210	13.9	1,280	84.7	1,511	100
Printing and publishing	4	0.5	114	13.1	751	86.4	869	100
Textiles, clothing	23	0.7	297	8.6	3,144	90.7	3,464	100
Foods, meats, tobacco	69	2.5	283	10.2	2,422	87.3	2,774	100
Excavating and building	292	3.1	659	7.0	8,456	89.9	9,407	100
Transportation, railroad and water	146	2.0	274	3.8	6,757	94.2	7,177	100
Cartage and storage	160	2.5	311	4.8	6,005	92.7	6,476	100
All others	217	2.0	1,245	11.8	9,127	86.2	10,589	100
Total	1,132	2.0	5,099	9.2	49,210	88.8	55,441	100

Compiled from data furnished by New York State Industrial Commission.

TABLE 3. COMPENSATED ACCIDENTS IN THE PRINTING AND PUBLISHING INDUSTRY IN NEW YORK STATE YEAR ENDING JUNE 30, 1917.

Number of compensated accidents:

	No. of Fatal Accidents	No. of Perm. Disabilities	No. of Temp. Disabilities	Total	
				Number	Per cent
Machinery—					
Composing room	0	3	13	16	1.9
Presses	0	57	183	240	27.6
Bindery	1	12	64	77	8.9
Paper cutting, etc	0	14	26	40	4.7
Other machinery	0	12	34	46	5.3
Elevators, vehicles, etc	3	1	53	57	6.5
Falls, falling objects, etc	0	10	319	329	37.9
Hot, corrosive and poisonous substances	0	1	18	19	2.0
Miscellaneous	0	4	41	45	5.2
Total	4	114	751	869	100.0
Per cent	0.5	13.1	86.4	100	

Compiled from data furnished by New York State Industrial Commission.

"Say What You Please, Pat"

TO those who so kindly exerted themselves to provide a last line in last month's Limerick contest, let us say we are unable to arrive at any decision as to the best last line submitted. It was a most difficult Limerick to complete and we are amazed at your cleverness. The local grocer says he will furnish the half an egg for the prize winner as soon as he has an order for the other half. He dislikes to cut an egg and let half of it stand around.

Why, Oh, Why Do They Cut Prices?

From the news of the trade comes definite facts that the sharp pencils are growing perniciously active. Why-fore? When there is but *half* normal business and, accordingly half the profit, why cut that remaining half again?

Some of these knights of the dumb-bell recall to our mind the city slicker who went a-hunting. Yes, he shot a fox. But they made him bury his clothes afterwards. The cost records on some of these jobs would demand immediate burial. Or doesn't a price cutter keep cost records?

But, Pat! His Way IS Direct!

The fifth hole on our pet links runs along a road. Across this road lies a new subdivision. On occasions, more or less frequent, we are wont to slice our ball across this road. Whereupon from the lurking shrubbery comes the owner of the tract who tries to sell us a lot. This happens quite frequently, but we can't be impolite to the man when we are playing golf on his land. But next week we'll fix him. We shall have some samples with us and proceed to sell him some direct advertising.

A Printer's Classic

We know our intimation last month, that we might publish contributions, would result in the disinterment of some antiques. Here is one old timer that was laid away long ago. It was wrong to disturb its slumber but now that it has been rudely dragged forth by "Twelve-Point, Kansas City," you are welcome to it:

A certain printer landed a swell job of booklets to be printed on a deckle edge book. Carefully he marked the job ticket "Save deckle edges." Two days later the cutter brought in a long narrow package, well wrapped, and laid it on the boss' desk. "What's this?" queried the boss. "Them? Why them be the deckle edges you wanted saved."

Pat Kay

For The Modern Service Printer

A Department Devoted to the Interests of the Progressive Printer Who Is Interested in So-Called "Service Printing."

By PAT KAY

THIS argument of "Why advertise—why my trade is not buying," is rather weak. This is the time to talk to your trade. They have the time to read and think and draw conclusions—why leave them unprotected from the sales arguments of competitors? Sell them now. Keep them sold *now*. Then when this awaited golden day returns, the orders will go to those energetic business men who are *selling* while their timid competitors are hedging.

Engravers' Proofs on Proper Stock

How often you are handed the engravers' proof of a halftone! Carefully pulled on a sheet of polychrome stock it greets you in resplendent beauty and says "Look me over! I am the engravers' proof of yonder halftone. You will never be able to produce anything like me on your press—you poor stiff! I am something that only happens once."

Then the customer tells you to print the halftone, along with sundry engravings, electros and pieces of type, on a sheet of 50-lb. S. & S. C. Needless to say the showing of the halftone does not equal its appearance on the engravers' proof. When ordering halftones yourself, have them proved on sample sheets of the paper on which the job is to be run. Ask your customer to do the same. It will be better all around.

Catalog Headings

Get away from such prosaic headings as "Foreword" and "Introduction." Headings should proclaim the thought which follows in the text.

If the introductory matter tells the origin of the product shown in the catalog or booklet, create headings such as "How Dalton Ended Darning Socks," or "The Birth of Fire's Master."

Let the headings be lines of interest that hint at the good stuff to come—not dull words. These are fair examples.

Heading for page which tells how a valve grinder operates:

"Here's how the Kelly grinds valves with ease!"

From a page in a varnish and wood stain catalog:

"Let it rain! It cannot hurt this varnished floor."

From an automobile broker:

"You can take pride in a car that does these things."

Read the page and then put into the heading the spicy pith of what the page told you.

Utilize Every Bit of Space

We borrow this from Charles Wiggins of Winnipeg:

On the return postcard, even the space for the stamp can be given selling value.

"One cent well spent."

"One cent you'll never regret."

"One cent here gets the answer."

"A one-cent stamp is very little to pay for this service."

"One penny here may bring dollars to you later."

"This two cents may save you hundreds of dollars."

The *Cosmopolitan Magazine*, one of the greatest purveyors of publicity in the country, uses Direct Advertising to reach its clientele. Their house organ "*The Better Way*," is a bi-monthly issue of several sheets, stapled together.

The Worthwhile Letterhead

We've seen letterheads mailed with handsome booklets or used for follow-up work, that were decidedly discrediting to the other advertising of a firm.

We say "*other*" advertising because the letterhead is advertising. It is the background for a supposedly worthwhile message.

This is particularly true of form letters. While issuing good-looking circulars and impressive catalogs, many firms send out untidy letters on poor letterheads, cheaply printed on *low grade* sulphite bonds.

Even if a letterhead must be economically produced in great quantities, it need not be cheap in appearance. Keep the design, if simple, attractive. Let it be well printed. Even the cheapest bond goes well if correctly handled by a printer who knows how to do it.

Skies Are Brightening

THERE was a look of confidence on the face of every person who attended the permanent organization meeting of the Northeast Missouri Publishers and Printers Association at Macon, Mo., June 10. Representatives of leading newspapers and printing plants from the 22 counties in the section were present, and all of them had the poise and certainty of movement of soldiers who had been to war. In truth, many of them had actually served as soldiers, but the thing that imparted the air of self-assurance to them was that they had been through a great commercial crisis, and come out victorious. There had been times of stress in the last few years when the slightest swing of the business pendulum in the wrong direction would have meant disaster. Prices of paper mounting, talk of curtailed product so that many would be unable to get it at any price, difficulty of getting labor, rates on everything the publishers and printers used going higher and higher—it was a dreary outlook. But these men of northeast Missouri met the situation calmly, knowing they could not help it by lamentations, raised their own rates for service, putting every ounce of efficiency possible into their product, met all contracts on agreed time, and came out winners.

The members told of these things at their meeting June 10, smiling grimly as they related how close they had been to the edge at times, but by keeping a stiff upper lip, had "carried on."

The following new executive staff was elected: President, T. G. Thompson, editor Shelby County *Herald;* vice-president, E. E. Swain, editor Kirksville *Daily Express;* secretary-treasurer, Miss Anna E. Nolen, editor Monroe City *Semi-Weekly News;* publicity director, Edgar White, Macon *Daily Chronicle-Herald.*

Kindly telegrams and letters of greeting were received from President Harding, Governor Arthur M. Hyde, Walter Williams, dean of the Missouri School of Journalism, and the editors of the BEN FRANKLIN MONTHLY and *Inland Printer* of Chicago.

How I Sold a New Job to a New Buyer

Under this head each month there will appear four brief articles on unique methods used in selling new customers

Every printer and salesman has had some unique experience in selling printing. Or he has evolved some new printed product to fit some community or trade need. These ideas should be passed on to printers in other towns and cities, so that they can benefit in a like manner.

To aid in increasing the sale of printing through the dissemination of sales ideas, BEN FRANKLIN MONTHLY will pay five ($5.00) dollars each for the four best ideas submitted every month.

No attention need be paid to grammatical construction or the appearance of your manuscript. The idea is what is wanted. An example of what is desired appeared in BEN FRANKLIN MONTHLY several months ago. One Chicago company started printing advertisements on cardboards used by laundries in keeping laundried shirts in good condition. This is an idea that can be used by other printers.

There is but one restriction in this contest: The idea submitted must be practical and, in most cases, should have actually been used.

Get out your pencil and earn $5.00. Every printer has some idea that is valuable to the other fellow.

Address your letters to the Editor

Ben Franklin Monthly
440 South Dearborn Street
CHICAGO

Tell Your Banker This

WHEN a piece of printing results in new accounts worth $25,000, it is a certainty that the user of that particular job will long remember the value of printing.

Such a booklet was produced several months ago by the Hugh Stephens Printing Company of Jefferson City, Mo., for the First National Bank of that city. The booklet marked the celebration of the fiftieth anniversary of the founding of the bank and as such was elaborately printed and bound. It carried the story not only of the bank but of the town as well, linking the progress of one with the other. The historical contents of the booklet, including halftones, were of such importance that the secretary of the State Historical Society of Missouri commended the Hugh Stephens company for its work.

The book was planned, written and printed by the Stephens organization and was distributed by the First National Bank to every new depositor who opened an account on the bank's birthday.

While Jefferson City is but a medium sized city, at least fifteen hundred persons visited the bank and the accounts which resulted totaled $25,000.

Take this little story to your banker.

Wages Come Down—at Last

A NUMBER of wage reductions were noted during the last two months. A table prepared by the Department of Industrial Relations of the U. T. A. shows important readjustment in seven cities. The amount of the reductions are from $6.50 to $1.50, varying with the nature of the work. Those cities affected, with the old and new scales, are as follows:

City	*Craft*	*Old Scale*	*New Scale*
Baltimore	Cylinder pressmen	$42.04	$37.84
	Job pressmen	30.18—35.57	27.16—32.01
	Cylinder feeders	32.34	29.11
	Job feeders	23.72	21.35
Boston	Compositors	41.00	37.00
	Cylinder pressmen	43.50	39.50
	Job pressmen	38.50	34.50
	Binders	39.50	35.50
	Cylinder feeders	36.50	30.00
	Bindery girls	22.20	19.20
Chicago	Compositors	51.00	46.65
	Cylinder pressmen	52.00	47.65
	Cylinder feeders	44.00	39.65
	Job pressmen	45.00	40.65
	Binders	46.50	42.15
	Rulers	51.00	46.65
	Cutters	46.00	41.65
	Job feeders	27.50	24.90
	Bindery girls	23.50	22.00
Newark	Job pressmen	43.00	37.50
	Cylinder feeders	42.00	36.50
	Cylinder pressmen	50.00	45.00
	Job feeders	27.00	23.00
	Binders	40.00	38.00
	Bindery girls	20.50	19.00
New York	Cylinder pressmen	51.00	46.00
	Job pressmen	44.00	38.50
	Cylinder feeders	43.00	37.50
	Cutters and Rulers	45.50	40.00
	Job feeders	32.00	28.00
Trenton	Compositors	46.00	44.00
Washington, D. C.	Binders	38.00	35.00
	Bindery girls	20.00	18.50

What Do You Know About Printing?

PRINTERS' INK recently asked its readers, who are, in the main, advertising and sales managers, how much they knew about printing. Then it went on to find out just how much each did know. The questions asked are of interest to printers as well as buyers of printing and for that reason are repeated below:

What two colors can be seen for an equal distance?

Describe one universally accepted example of the above to prove your answer.

How many publications are issued in the United States?

What is the difference between agate and nonpareil?

In a twenty-four-page book, how would the numbers run on the flat sheet, after folding and before trimming?

What American advertiser was the first to use full pages in magazines?

What was the first really popular American weekly?

What is the oldest American magazine?

Who invented the Ben Day Process?

List eleven ways of determining an advertising appropriation.

What steps must be taken to protect a trade-mark?

What color is most apt to fade when exposed to light and sunshine?

What are the dimensions of a standard newspaper page?

Name the functions of a "silver-print."

What would you consider the most valuable service performed by the jobber? (To the retailer?)

What is distinction between a trade paper and a technical paper?

What is meant by "Point-of-Sale" advertising?

What is a Milline? Who invented it?

How many ems to an inch?

What is the difference between Monotype and Linotype?

How do you figure the most economical size paper sheet to use when given the size and number of pages in a booklet?

Would yellow photograph as dark as blue?

How many pages make the unit in any form?

What very famous Spanish artist first successfully used pen and ink for illustration?

Should the display line of a street car card be at top or bottom? Tell why.

What is the most advantageous position for a coupon?

Name five authors of books devoted to advertising.

What was the first phonograph advertised?

The first typewriter?

What is the difference between dry-point and any other style of etching?

What is the "French Proportion"?

Who first commercialized printing?

What fountain pen was the first to advertise nationally?

What product originated the phrase, "He won't be happy till he gets it"?

What is the definition of "Preferred Position"?

What colors have a marked tendency to "reproduce dark" in a black and white plate?

Name two apparently popular advertising ideas that were widley used, that culminated in absolute failure.

What is "Dragon's Blood"?

In your estimation, what is the most valuable position in a magazine? In a newspaper?

Should a two-color halftone job be made from a two-color original or from a black and white original with color overlay on tissue? Which is apt to give the best final result?

How does a printer's rule differ from an ordinary rule?

Explain how white text, from type, can be superimposed on a solid black background?

What is a closing date? Why?

Read Page 37

HAVE you read the announcement on page 37? It is of interest to you. Read it and then act.

Perfect Register, Easily and Quickly Attained—Surely Retained!

The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System

goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

Are you worrying along with a fifty per cent system? Reasons why the Warnock plate-mounting devices are superior to all others are given in a comprehensive book, "Foundation Blocks of Good Printing," sent free upon request to

THE PRINTING MACHINERY CO. 505 Fisher Bldg. CHICAGO — Main Office and Factory 412 East Sixth Street CINCINNATI, OHIO — 45 W. 34th St. NEW YORK

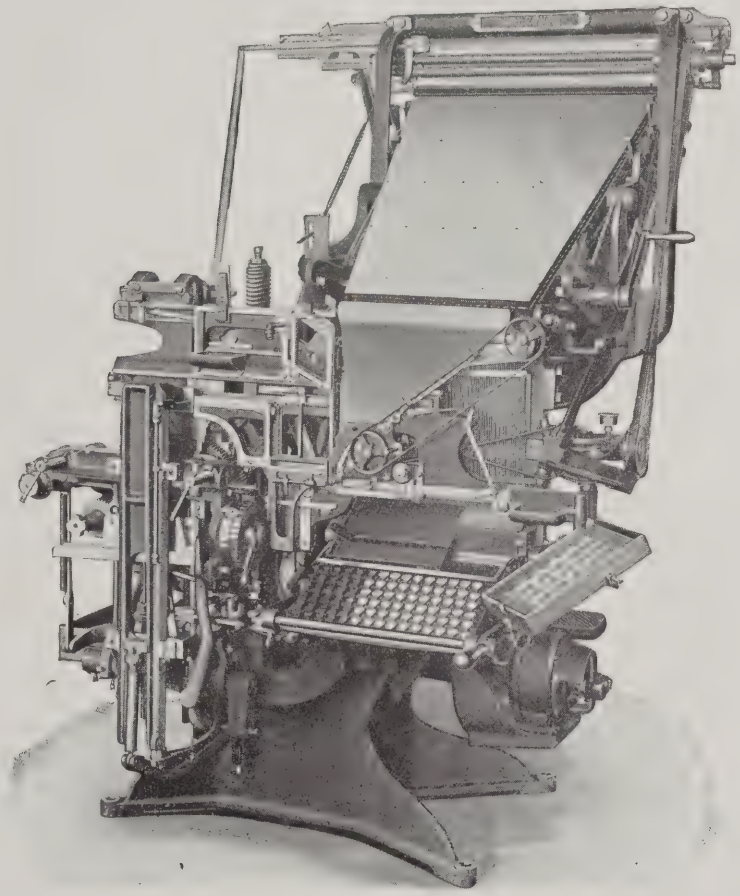
INTERTYPE

"THE BETTER MACHINE"

Here's the Model C Intertype

The Most Popular, Standardized, Interchangeable, Accessible Three-Magazine Line Casting Composing Machine

Write for Literature on Standardization —on Simplicity —on Efficient Production



Let us demonstrate the Model C Intertype or any model Intertype at your convenience

This popularity is evident when you know that we install more Model C Intertypes in newspaper and printing plant composing rooms than any of our other efficient models. Its dominant dependability and wide range of typographical production accounts for this choice.

If you purchase one Model C Intertype or fifty Model C Intertypes, it won't take you long to realize why it is called "THE BETTER MACHINE."

INTERTYPE CORPORATION

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

Middle Western Branch
Rand McNally Bldg., Chicago, Ill.

Southern Branch
160 Madison Avenue, Memphis, Tenn.

Pacific Coast Branch
86 Third Street, San Francisco, Cal.

MILLER & RICHARD, Canadian Representatives

EXHIBITOR
Graphic Arts Exposition
-CHICAGO — JULY 23 TO 30-

Ben Franklin Monthly

PUBLISHED FOR SERVICE TO

Printers, Trade Compositors, located in the United States and Canada

Editor	P. A. Howard
Managing Editor	C. J. Nuttall
Advertising Manager	E. P. Rowe
New York Manager	H. Lee Treadwell
Seattle Manager	George W. Wiley

BEN FRANKLIN PUBLISHING CO.

P. A. Howard	President and Treasurer
E. P. Howard	Vice-President
C. J. Nuttall	Secretary

CHICAGO	SEATTLE	NEW YORK
440 S. Dearborn Street	L. C. Smith Bldg.	27 Warren Street
Telephone Harrison 6113	Phone Main 6865	Telephone Barclay 1295

Advertising rates on application. Forms close 25th of each month. Subscription rate $2.00. Single copies 20 cents

Some One Else Says It for Us

WHEN warm weather comes and all outdoors sends its siren call to the man at the press or case, or, as in our case, the desk, interest in work grows less and less. Movements are forced and, as in our case, thoughts are forced. Or we may have the desire to continue sticking type or figuring an estimate or completing the day's billing or an idea that should be put into force, but the physical effort necessary is too much. So it is this month. We had an idea for an editorial—an editorial that was to awaken the world of printerdom, of course—but for days the effort which would be necessary to transfer it into words was too much. Then there came a copy of a house organ published by a Montreal printing company—*Graphica*, of the Herald Press, Ltd., and in it was our editorial—*ours* we say, for it contained the very same thought upon which we intended building our editorial. It could not have been better worded nor better written and we have the Herald Press to thank for the labor saved us.

Here it is:

"When is a strike not a strike? At what stage does a temporary policy of resistance, first adopted as a protest against some real or fancied injury, assume the proportions of a fixed habit? In other words, is the present reluctance to buy really a strike which will be automatically called off when prices reach lower levels, or is it the result of a permanent change in buying customs? The company which first answers the latter question correctly and shapes its sales and advertising policy accordingly is going to do some mighty good business.

"One more question. Was it really a 'buyers' strike' which a year ago upset the markets and changed business conditions so radically? Or was it a condition of mind developed during the war, but which passed unnoticed until June, 1920?

"That two classes, the upper and lower (so-called), made money out of the war is a matter of history. The laboring classes, skilled and unskilled, received wages such as they never dreamed of in 1913. That most of them spent their money without thought of the morrow is also history. The fault was not theirs. Spending money judiciously takes experience—and they had never had a chance to acquire it. So they thronged the shops, buying, buying, buying, until the signing of the Armistice stopped the feverish activity behind the lines, leaving many munitions workers almost penniless, the first conscripts in the army of the unemployed.

"But soon afterwards, the troops began to come home. Discharged soldiers, newly released from the restraint of military discipline, in need of clothing and the many ordinary comforts so long denied them, helped to create a new wave of spending. Factories were still busy making and delivering goods ordered months before, and most workmen were still earning (and spending) high wages. So the hectic war-time prosperity continued.

"At the other extreme of the social scale, people of hitherto moderate means, transformed into millionaires almost over night, were doing their part in keeping up demand. High prices meant nothing to them. The higher the price, the more readily they bought.

"During all those years of war, however, the great middle class, the people of fixed incomes or comparatively fixed salaries, were feeling the pinch of increased prices. As the war continued, it became more and more difficult for them to pay the prices asked. The one solution was—buy less. It was hard, at first, but eventually self-denial became a habit. As one of them expressed it: 'I never knew before that there were so many things I could do without.'

"But their enforced economy passed unnoticed. The goods they did not buy were absorbed by the workmen and the war millionaires at prices which the middle class could not or would not pay. The salaried man was forming and strengthening the chains of a new habit—the habit of *doing without.*

"When the reaction came a year ago, this habit began to make itself felt in the world's markets. Factories were closing down, large profits had become a thing of the past. Workmen no longer had money to spend on luxuries, often not even on ordinary comforts. Dollars ceased to pour in upon the newly-rich, and father began to watch his cheque book more carefully.

"Once more, sellers turned to their good, steady-going customer of normal times, the customer whom they had neglected so—Mr. Salaried Man. They got a shock. He was no longer a dependable outlet for their goods. His needs had dwindled surprisingly, and he turned up his nose at 'bargains.'

" 'Have you seen the hats we have on sale?' asked a retail salesman of an old customer, who had stepped in to buy a couple of collars. (Before the war he bought collars by the dozen.) 'We have some wonderful values for $5.00.'

" 'Not for me,' was the reply. 'This old hat will last quite a while longer.'

"Being a very old customer, the salesman ventured to press the point.

" 'But,' he insisted, 'you bought that hat fully a year ago.'

" 'And I used to buy four a year,' was the reply.

" 'Quite right—and it was downright extravagance. I get along with two now, including a straw, and by having them cleaned they do very well. Just a little lesson the war taught me.'

"Again——

" 'Heaven bless the man who invented French cuffs,' remarked a traveler in a Pullman, putting buttons into a clean shirt. 'When they're worn out on one side, you can turn 'em over and wear 'em on the other.

" 'I used to throw away my shirts when they wore out around the neck or cuffs. Nowadays I turn the cuffs, my wife fixes the neck, and I get twice as much wear out of them. The war showed me how to economize.'

"It is in such conversations, in restaurants, in stores, on the trains, that we must find the answer to our question—is the buying slump a 'strike' or has economy become a fixed habit? Is Mr. Salaried Man denying himself in a deliberate effort to bring about lower prices, or has his long-enforced economy killed the desire for the things he used to buy?

"If the latter, something more than reduced prices, even pre-war prices, is needed to make him resume buying. He must be re-educated into his old habits. He

must be advertised to continually and persistently. Advertising men must furbish up their knowledge of selling appeals which create the desire to buy. Price will interest him if he actually needs something, but only persevering, intensified effort will reawaken his former desire for goods which the war taught him to do without."

Since this expresses what we wished to write, we can now take the rest of the afternoon off. Boy, bring our golf clubs.

"Printed Salesmanship Produces Bigger Business"

THE United Typothetae of America is now deciding the winner of a slogan contest—a contest which will select a slogan to increase the amount of printing used just as the slogan "Say It With Flowers" used by florists has increased the sale of flowers.

It is problematical whether or not as "taking" a phrase will be found as "Say It With Flowers." The decision of the U. T. A. slogan committee is being awaited with interest. In the meantime, the enterprising printer might make good use of the one originated by Norman T. A. Munder of Baltimore and used by the Graphic Arts Association of the Associated Advertising Clubs of the World. Mr. Munder says, "Printed Salesmanship Produces Bigger Business."

Printed salesmanship *does* produce bigger business. The printer knows it and so does the advertising agency. The problem is to prove it to the prospective user of printing. That is the printer's task. Go out and prove that "Printed Salesmanship Produces Bigger Business" and you'll find *your* plant one of the busy ones of your city or town. Place this slogan on your stationery and all advertising.

Then prove it to the buyer. That is your task.

Meet the Buyer of Your Product

THAT'S a wise move recently made by the printers of Trenton, N. J., who have organized an Advertising Club embracing all advertising managers and sales managers of Trenton firms as well as members of the Trenton Typothetae. A group meeting with buyers of printing will do more to clear away the misunderstanding now existing between the printer and his customer than would any other means. To show printing buyers that printers are on friendly terms with each other; to meet printing buyers for the purpose of discussing mutual problems; to learn each other's side of the story—all of these will result in a greater printing industry.

Other cities will do well to follow Trenton's lead. Individual printers can accomplish the same result in many cases by joining the advertising clubs already in operation in their cities. By all means, get together with the advertising and sales managers.

Be Careful of What You Print

THE Franklin-Typothetae of Chicago recently issued a warning to its members which applies equally as well to all printers. The warning as carried in the *Bulletin* reads, "Each member is cautioned against taking part in the printing of any propaganda against the United States Government, such as is being circulated by various anarchistic and bolshevistic organizations, lest it lead him into trouble."

The warning is plain enough and no editorial comment is necessary other than that the printer should be loyal enough to his country to refuse to print such propaganda in the first place, and if not sufficiently loyal, then let him take heed to that phrase which reads, "lest it lead him into trouble."

what
[redacted]v[redacted]ry Print[redacted]r
knows—

Time lost turning for sorts—working from depleted cases. The time-honored custom of "picking" in connection with a "slide hunt." The standing job robbed of its usefulness, and this is what is 1 ft on th slid .

HAVE YOUR WORK MACHINE SET and stop this profit leak.

The Standard Sets the Best Type in Chicago

MONO LINO **TYPE**

MAKEUP — LOCKUP

Standard Typesetting Company [701-703 So. La Salle Street Phones: Harrison 3570-1-2]

WHAT THE HOUSE ORGANS ARE PLAYING

Another Argument for the Increased Use of Printing

NEW YORK has a lot of skyscrapers. It also has thousands of buildings which are not skyscrapers. In fact, if all the buildings of Greater New York were totalled up, the skyscrapers would be a very insignificant part of the whole.

Yet nearly every picture of New York features the skyscrapers. Every visitor to the Big Town talks of them. Why? Because the skyscrapers dominate the sky line. Because they dwarf the smaller buildings standing in their shadow. Because they are persistently advertised and exploited. To millions of people throughout the world, the little group of skyscrapers of Lower Manhattan have come to typify New York.

Not many of us can be skyscrapers in the business world. Some of us don't want to be. But we can take care that the dominating figures of our state or our city do not blot us out of the public mind. We can keep our business before the buyers' eyes in such a way that John Smith, our strongest competitor, will not stand alone in typifying our branch of industry as the skyscrapers typify New York.

We can climb higher into the sky line by persistent, courageous advertising, by clean, straightforward business dealing. We can keep ourselves before the public when our competitors are hiding in the funk-holes of retrenchment.

And—who knows?—some day we may awake to the realization that we too have climbed to a place among the skyscrapers—that we have built an edifice which typifies our industry.

—Graphica, The Herald Press, Montreal.

Advertising Sells

THE road of the salesman is a rough one these days. Products that were selling like hot cakes in a lumber camp a few months ago cannot be pried out of a warehouse with a crowbar. Sales managers are growing gray-haired, and advertising managers are losing theirs, through desperation in an endeavor to think up some brilliant idea or scheme that will promote the sale of the merchandise which they would have the public buy.

Amid all of this confusion and racking of brains by the men who supply ideas creative of selling, the printing presses of the country are slowing up or lying dormant.

There is too much hesitancy and lack of confidence. There is no occasion or reason for sales and advertising managers holding up on advertising while they are madly and vainly seeking to find some brilliant idea or scheme which they may bring out and startle the world with in the hopes of quickly moving their products or merchandise, and in exchange securing the hoarded up dollars of a hesitant and vacillating buying public.

We have had brilliant advertising campaigns in the past, and they have been forgotten. After all is said and done, those campaigns did not procure results that so far surpassed the ordinary every-day, pound-and-hammer advertising tactics.

It isn't always the external appearance of an advertisement or a campaign that counts, any more than it is the salesman's fancy scarf pin, natty clothes, temperament or personality that sells goods.

—D. & W. Chats, Cincinnati, Ohio.

Ten—Yes, and Then Some

DON V. GERKING, manager of the Typothetae-Franklin Association of Detroit, is honest about it. He doesn't know whether he clipped the following from another trade paper or whether it is the composition of a Detroit printer, but he believes it should get before the printing trade of the country. He titles it "Ten Mistakes of the Printer," and they run this wise:

1. The delusion that he can take business from other printers without injuring himself or the trade at large.
2. Worrying about a prospective order lost to a fair competitor.
3. Insisting the competitor who has made a lower price is a price-cutter, before finding out that the same specifications were given and figured on.
4. Attempting to force the customer to take something different from the thing asked for.
5. Neglecting to specify the exact thing he is bidding upon.
6. Refusing to install the cost system and keep it in active use.
7. Failing to separate the depreciation reserve from the regular funds.
8. Neglecting to carry sufficient insurance properly placed over the whole business, and not learning the meaning of the 80 per cent clause.
9. Failing to install modern labor-saving methods and machinery in all departments.
10. Being too weak in the backbone to refuse to accept jobs that do not show reasonable indications of being profitable.

Miserly Savings

IT is reported from Eureka, Kan., that one of the restaurant owners decided to save on the cost of his printing and purchased a—well, a machine that is supposed to print. Following is the result of his efforts:

"Coffey, Rost befe, fride Ham, and veel Culverts."

Oh, boy, how would you like to sink your teeth into one of those culverts? And the way he would have "befed" if the printer of his town had produced such a deplorable menu card.

But such is life.

—Tablet, New Orleans-Typothetae.

Will Your Business Go "Over the Bumps"?

WILL it come out a sounder and a stronger and a better business all around? They are telling us here in the middle west that we haven't felt the depression as much as we are going to. Ernest T. Trigg says that "more business is being lost every day in this country than is being done. We are transacting one-quarter, or less, of a potential 100 per cent." Let's go after some of that other 75 per cent of business that is nobody's now and we won't "feel the depression"—we'll "go over the bumps" and come up with a smile that'll make Mr. Lugubrious Blue change his tune to "C'mon, let's buy something from somebody today."

—Press Proof, Meyer Press, Appleton, Wis.

Praigg Heads D. M. A. A.

NOBLE T. PRAIGG, head of the U. T. A. advertising department, was elected president of the Direct Mail Advertising Association at its convention held in Atlanta last month.

TWENTY SIX YEARS

Building Business for Dwight Customers

¶ It has always been our aim during twenty-six years of service to our customers to give them the best quality papers their money can buy. As a guarantee of quality to our customers we have placed our label on all Dwight products. This guarantee of uniform quality at the right price has prompted many users of paper to specify Dwight papers for all their requirements.

¶ For correspondence, for mail campaigns, broadsides, circulars, booklets, ledgers, house organs, catalogs, for book and form runs, Dwight Bros. Paper Co. have the right paper at the right price. For twenty-six years we have worked close to our customers, always conscious and considerate of their needs and problems. It is only natural that we point with no small degree of pride to the fact that we have served continuously throughout those years many of the largest and most exacting users of paper.

¶ We will gladly mail you samples of paper which we recommend for the particular class of work you may have in mind.

Labelled Dwight—Guaranteed Right

DWIGHT BROTHERS PAPER COMPANY
626-636 SOUTH CLARK STREET CHICAGO ILLINOIS

DWIGHT'S DWIGHT BROS. PAPER PAPER COMPANY **GUARANTEE**

CHICAGO

The Hub of the Industrial West

Over one hundred and fifty west side, north and northwest side printers attended the combination meeting of these three groups, held the evening of June 14, at the West End Women's Club. Addresses were made by E. F. Hamm, president of the Franklin-Typothetae; W. J. Hartman, J. W. Hastie and E. J. McCarthy. Motion pictures and music furnished the entertainment. Harlo R. Grant and Arthur C. Jacobus were the men who had charge of the meeting.

C. S. Peterson, of the Peterson Linotyping Company, who is now in Sweden, has arranged to finance the placing of representative Swedish paintings in the Chicago Art Institute, according to cable reports from that country. Mr. Peterson has been in Sweden since the early part of May and will return in August. He has long been connected with art and music in Chicago and has been a director of the Chicago Art Institute.

George C. Jager, typesetter, has moved from 508 South Dearborn street to 422 South Dearborn street, where he has added an Elrod Slug and Rule Caster, a Ludlow Typograph, three Linotypes and two C. & G. Trimmiters. The company now has five Linotypes, three of which are Model 5's and two model 8's. The company occupies 3,800 square feet of floor space.

Herbert Templeton, president of Wells & Co., printers and engravers at 2501-2515 South Dearborn street, died at his home in Oak Park, Wednesday night, June 8. He was 51 years old, a member of the Chicago Athletic Association, Chicago Golf Club, Oak Park Country Club, Riverside Golf Club, Swan Lake Gun Club, Chicago Franklin-Typothetae and Wausaukee Club. He is survived by two daughters.

The Gallagher Matrix Co. announces that it has consolidated and incorporated with the Peerless Electrotype Revising Co., and will be known in the future as Gallagher and Cook Co., manufacturers of electrotypes, nickeltypes, stereotypes and matrix. The company has installed a modern electrotype and stereotype foundry at its plant at 522 South Clinton street.

M. Goldschmidt & Co., dealers in motors, generators and other electrical equipment for printing presses, have taken additional space on the eighth floor of the Rand-McNally building, 538 South Clark street. The company has installed a new showroom.

Chicago Incorporations for June, 1921

The following firms were incorporated under the laws of Illinois during June:

J. Crane Printing Co., room 50, 63 East Lake st.; capital, $60,000; printing and publishing business; incorporators, Jacob Crane, Myer H. Gladstone, Lazar H. Gladstone.

The Burgess Envelope Co., 715 W. Madison st.; capital, $50,000 and 2,000 shares no par value; manufacture and deal in stationery, containers, novelties, etc.; incorporators, Earl W. Rice, C. V. Jameson, Yorke Burgess.

Transportation Printing Co., 727 South Dearborn st. Capital, $10,000. General printing, publishing and bookbinding business. Incorporators: W. L. Backer, O. J. Chambers and S. C. Larson.

Woodward Beach Advertising Engineers, Inc., 17 North LaSalle st. Capital, $50,000. Incorporators: Harold W. McFarlin, Vincent A. Lamar and Frederick W. Beach. General advertising, publishing, printing and news service business.

Community News Service, Inc., 122 South Michigan blvd. Capital, $2,500. Conduct advertising campaigns, educational news service, etc. Incorporators: Homer J. Buckley, Ward D. Williams and Marcellus B. Frost.

Changes

The Regensteiner Corporation, Chicago, changed name to Regensteiner Colortype Company.

Neco Envelope Co., Chicago, increased number of directors three to five.

Greig and Ward, Inc., Chicago, changed classifications of stock from $25,000 to 250 shares no par value.

L. J. Winiecki, proprietor of the Security Printing Co. at 2140 Clybourn avenue, has been elected president of the north side group of the Franklin-Typothetae for a term of one year. Other officers elected are: G. B. Hermann, vice-president; D. M. Gross, secretary, and J. W. Bornhoeft, treasurer.

No July meeting will be held by the Franklin-Typothetae. The next meeting will be on Thursday evening, August 25, at which time delegates to the Toronto convention of the U. T. A., will be selected, and other plans for that event made.

John C. Dee, formerly of the Hayes Lithographing Co., Chicago, has been made Western manager of the Niagara Lithographing Co., with headquarters in Chicago.

Julius Regenstein, president of the Transo Envelope Co., died June 13. He was one of the organizers of the American Colortype Co.

The Employing Rulers and Binders' Association of Chicago elected the following officers at the annual meeting of the organization held June 9: President, C. Aggerbeck, Aggerbeck Ruling & Binding Co.; vice-president, E. P. Snider, C. J. Farwell Co.; treasurer, P. J. Wilson, and secretary, Cass Cargill.

Leon Morgan, formerly with the R. E. Sandmeyer Company advertising agency, has been made advertising manager of Bradner Smith & Co., Chicago paper merchants, succeeding M. H. Lund, who, on June 1, became sales manager of the Crystal Tissue Co., Middletown, O.

The Theodore Rozek Co., printers, has purchased the one and two-story building at 2511-19 Park avenue, lot 96x104 for a reported $35,000. The company plans to move from its present location at 224-230 North Desplaines street within a short time.

Henke, Inc., advertising agency, has moved to its own new building in Chicago's boulevard link business district, where so many of the city's agencies have removed to within the last year. Expansion of business made necessary the change.

H. R. Morgan & Co. announce the removal of their plant from 508 South Dearborn street to 422 South Dearborn street. The telephone number remains the same—Wabash 6756.

The Schyman Printing Co. is the name of a new Chicago concern located in the Donahue building, 711 South Dearborn street. A. D. Schyman, J. L. Schyman and J. D. Rosen are the men interested.

The Diem & Wing Paper Co. has moved its Chicago office to room 1110, Conway building. E. E. Kressin is Chicago manager for the company.

J. E. O'Connor has severed his connection with the Murray Printing Co., 701 South LaSalle street.

Raymond B. McIntyre has been made special Chicago representative of the Porte Publishing Co.

Council No. 1, Printing Trades Craftsmen, held its annual outing at Channel Lake, June 25 and 26.

The 1921 edition of the Printing Trades Blue Book is being distributed by A. F. Lewis & Co., Transportation building, publishers.

ECONOMY PRODUCTS
BETTER MATERIAL AT LESS COST
2 TO 12 POINT, MADE FROM LINOTYPE METAL
LEADS
EQUAL TO THE BEST FOUNDRY MATERIAL
SLUGS AND RULE BORDERS
Sales Agents for
MARGACH AUTOMATIC METAL FEEDERS
Rouse Composing Room Tools
Laclede Saws and Remelt Furnaces
Riebe Quoins and Quoin Keys
Economy Products Co.
66 W. Harrison Street CHICAGO
Phone Harrison 6561

The legislative committee of the Franklin-Typothetae was largely responsible for the killing of three bills in the Illinois legislature last month, which would have worked disastrous results on printers in this state had they passed. One was the women's 8-hour bill, which provided a heavy jail sentence for working any woman over 8 hours, no matter what the circumstances or length of time. Another was the minimum wage scale bill, and the third prohibited boys and girls under 18 from learning a trade or attending trade schools.

The bill which would have made it illegal to circulate price lists or give out cost information of any kind and which virtually would have put the local printers' organization out of business, was defeated when amendments making farmers also liable, were introduced.

The Franklin or Closed Shop division of the Franklin-Typothetae has elected the following officers for the current year: Chairman, James Hibben, Henry O. Shepard Co.; vice-chairman, Joseph Strauss, Columbian Colortype Co.; treasurer, Daniel Boyle. Another division of the local organization which has elected officers is the Blank Book and Loose Leaf division, which has elected George Hart as chairman and J. J. Kerns as vice-chairman. Mr. Kerns is with the Mid-West Systems Co.

An inspirational talk on the history of printing and the important part it has played in civilization, featured the June meeting of the Chicago Club of Printing House Craftsmen held at the City Club the evening of June 21. Announcement of the latest plans for the annual convention to be held in Chicago next month was also made.

Laxman Made President

E. E. Laxman, secretary-treasurer of the James H. Rook Co., has been elected president and general manager of the Printing Products Corporation of Chicago by its board of directors, of which Luther C. Rogers is chairman.

E. E. LAXMAN

This new corporation was organized to purchase the entire plant and equipment, good-will, business, etc., of the long established and highly successful firm of Rogers & Hall Co., catalog and publication printers, which transaction was consummated on May 1, 1921.

In assuming control of this enterprise, Mr. Laxman comes with a combination of experiences which fit him to handle the executive affairs of so large a business. His qualifications are backed by twenty years of active participation in the printing industry, including many active years with the United Typothetae of America.

During the last three years Mr. Laxman has been identified with responsible committee work in the Franklin-Typothetae of Chicago, and is at present serving as chairman of its ways and means committee. Likewise, for three years he has been chairman of the Standard Guide and Price List committee of the United Typothetae of America, which committee has in hand the selling guide known as the "Black Book."

C. H. Mackintosh of the La Salle Extension University, Chicago, was elected president of the Associated Advertising Clubs of the World at the annual convention in Atlanta last month. W. Frank McClure of the Fort Dearborn National Bank was re-elected chairman of the National advertising commission and Miss Jessamine G. Hoaglan of the National City Bank was elected president of the Women's advertising clubs.

Sam Koelle, printer's machinist, has moved his shop from 508 South Dearborn street to 440 South Dearborn.

The Chicago Monotype Club held its annual picnic June 19 at Lyons, Ill.

The engraving department of the Peoria, Ill., *Gazette* has become a separate company, with J. Ewing Bond as part owner and manager.

EXHIBITOR
Graphic Arts Exposition
-CHICAGO — JULY 23 TO 30-

Inspection of the Ludlow Typograph in actual operation at the Graphic Arts Exposition will show you first-hand why the number of users is increasing so rapidly. See for yourself how efficiently display composition from 12 to 60 point is handled with the Ludlow System. You will be very welcome—at Booths No. 72 and 73.

Ludlow Typograph Company

General Office and Factory: 2032 Clybourn Avenue, Chicago

EASTERN OFFICE: 606 WORLD BUILDING, NEW YORK

Printed from Ludlow Slugs

Confidence

Society is built upon trust, and trust upon *confidence* of one another's integrity—*South.*

When you send your lino and mono composition to us you can rest assured you have placed your faith in a house that will not betray any confidence. You need never worry about service, quality or courtesy—you get them all. Adequate makeup facilities.

There is no other ***Continuous*** service quite as good as Kerr-Whitmire Service

KERR-WHITMIRE
TYPESETTING COMPANY
MONOTYPE : LINOTYPE : MAKEUP
732 Sherman Street :: Wabash **7192-3-4**

E. F. HAMM, President
T. E. DONNELLEY, Vice-President

DANIEL BOYLE, Treasurer
W. K. TEWS, General Secretary

THE FRANKLIN-TYPOTHETAE OF CHICAGO

FIFTH FLOOR 536-538 S. DEARBORN STREET

TELEPHONE HARRISON 6392

COMPRISING: FRANKLIN DIVISION, TYPOTHETAE DIVISION, MACHINE COMPOSITION DIVISION
BLANK BOOK, LOOSE LEAF AND RULERS DIVISION

PRINTING TRADES CREDIT ASSOCIATION: C. I. KAGEY, Secretary

To Re-organize Chicago Association

THAT the welfare of the Franklin-Typothetae of Chicago depends entirely upon its separation from labor problems and the confining of itself to educational work, was the decision reached by members of the organization at the annual meeting held June 23 at the City Club. By unanimous vote it was decided to allow the Executive Council to put into operation a plan devised by General Secretary Walter K. Tews and submitted by President E. F. Hamm in his annual address.

The plan to relieve the Franklin-Typothetae, as a body, of responsibility for questions of labor policy, will make necessary the formation of two distinct subdivisions, one to be known as Employing Printers' Association of Chicago, representing the Open Shop members and the other as the Printers' League of Chicago, to which Closed Shop members will belong.

In order to belong to either the Closed or Open Shop division the employing printer must first join the Franklin-Typothetae, which is to concern itself entirely with matters of education, cost finding and organization. Those printers who wish to derive the benefits of membership in the Franklin-Typothetae but who are unconcerned with labor and do not wish to affiliate with either the Closed or Open association can, under this plan, join the main organization without joining one or the other of the subdivisions.

"An Educational Institution," Says Hamm

President Hamm said, in referring to the new plan: 'I believe this is a solution to the problem that confronts the Franklin-Typothetae today. Labor issues, which have always been considered side issues, have proved to be the tail wagging the dog.' This is a serious condition because it is shaking the very foundation upon which the Franklin-Typothetae was built. This association was organized as an educational institution. This work must continue for the benefit of the industry in Chicago.

"Industrial relationship will always be a contending factor but let us place it by itself, apart from educational work, and strive collectively to conduct the Franklin-Typothetae as an educational organization.

"I have a plan, suggested and worked out by our general secretary, which I believe is fundamentally sound and practical. This is the plan:

"In order that the printing industry may best be served through organized effort, both educationally and in relation to labor, a plan of operation is suggested which will end to overcome these objections:

"First: From the printer who is most interested in labor transactions and directly cares little about the educational features of the printers organization, and,

"Second: From the printer who wishes to take advantage of every educational opportunity which will help him improve his business, but who does not wish to be a party to labor controversies.

"It becomes necessary, in order to sustain financial support, to provide an income sufficiently large to enable the Franklin-Typothetae of Chicago, which will be the educational organization, to sustain itself and carry on the work to its fullest extent.

Membership in Main Body Compulsory

"Therefore, it would seem necessary that membership in the Franklin-Typothetae of Chicago be compulsory before a printer could join one or the other of the employers' labor or industrial relations organizations.

"If this be the case, then a printer would first make application to the Franklin-Typothetae of Chicago for membership in that organization.

"Second, he would apply for admission to either the Open Shop labor organization or the Closed Shop labor organization.

"By having the labor organization identified through an entirely different name than the Franklin-Typothetae of Chicago, it would in no way embarrass the parent employing printers' body of the City of Chicago when the printing industry is involved in labor controversies, and the Franklin-Typothetae of Chicago would thus be unhampered in conducting its educational work through the group plan.

"If such an organization, with labor associations working in close harmony, but in no way controlled by the Franklin-Typothetae of Chicago, could be perfected it would permit printers to join, if they wished, associations organized for labor purposes wholly and solely, or it would permit the printer to affiliate with the Franklin-Typothetae without affiliation in either the Open Shop or Closed Shop labor associations."

Work Goes Forward

Reports of other officers showed the work of the past year to have been of a progressive nature. The association now has 518 members, the largest number in its history. The Group Plan has proved most successful, finances are in better shape than ever before, and cost and credit work has increased by leaps and bounds. Special credit for all of this was given members of the field, cost and credit staff in the central office.

Continued on page 70

UNITED STATES AT LARGE

It was announced last month that the Woodward & Tierman Printing Co., now at North Third street, St. Louis, soon will build a new plant to cost $1,000,000 to the north of the Missouri Pacific Railroad tracks, between Tower Grove and Newstead avenues, that city. The property, a lot of 140,000 square feet, was purchased a few days ago. The major part of the new building will be two stories and part three stories, so that the upper story may later be enlarged. The floor space will be about 283,000 square feet. The offices will be in the new building. The company was influenced in the purchase by the fact that the site is near its employes' homes and because of railroad connections.

Frank P. Howard is the new president of the Washington, D. C., Typothetae. Other officers elected at the annual meeting held recently are: Vice-president, R. M. Milans, S. M. Darragh and F. E. Sheiry; recording secretary, G. B. Kennedy; treasurer, J. D. Ashby; executive committee, C. F. Crane, D. S. Church, G. A. Simonds, R. W. Wheeler, O. T. Wright, W. N. Freeman, F. P. Howard, R. M. Milans, S. M. Darragh, F. E. Sheiry, G. B. Kennedy and J. D. Ashby; member ex-officio, W. J. Eynon, and honorary member, B. F. Durr. Mr. Durr has since resigned.

Fred W. Goudy has been elected president of the American Institute of Graphic Arts and Walter Gilliss, honorary president. Other officers elected recently are: Vice-presidents, Ray Greenleaf, W. E. Rudge, and T. T. Willing; secretary, G. A. Nelson; treasurer, H. L. Sparks. Directors for the three-year term, C. H. White, Burton Emmett and Frank Fleming. Directors who hold over are Cyril Nast, F. A. Ringler, J. H. Chapin, Hayworth Campbell, A. S. Allen and Hal Marchbanks.

The graduation number of *The Bagpipe*, published by the Department of Printing, Carnegie Institute of Technology, Pittsburgh, Pa., contains much of interest to the prospective student of printing. The book contains 64 pages, is well printed and profusely illustrated and provides a handbook that should be in every printing office, since it will engage the attention of every youth intent upon becoming an executive in the industry.

One of the surprises of last month was the announcement of John H. Ferguson, of the Monumental Printing Co., Baltimore, Md., that he will operate his plant on the "open" plan in the future. The surprise comes through the fact that Mr. Ferguson was at one time president of the Baltimore Federation of Labor. Mr. Ferguson had always been prominent in union affairs.

An increase of $689,681,000 in volume of printing done in 1919 over 1914 is shown by preliminary figures issued by the Bureau of Census. The entire output of book, job and newspaper shops during 1919 was $1,492,918,000 as compared with $803,237,000 in 1914. Of this amount, book and job shops produced $600,503,000 in 1919 and $307,331,000 in 1914.

Officers recently elected to direct the Cincinnati Typothetae for the ensuing year are: R. W. Bohnett, president; W. H. Krehbiel, vice-president; Elmer Miller, secretary; W. F. Kroner, treasurer. Directors are: W. J. Berg, C. W. Buss, A. J. Braunwart, Stanley Bachmeyer, Allen Collier, B. A. Baarlaer, A. R. Morgan, C. B. Dodd, W. T. Perry and W. H. Nau.

The cities of Coffeyville, Caney and Independence, Kansas, and Bartlesville, Okla., have joined in the formation of the Southeastern Typothetae of Kansas and Oklahoma. Officers are A. F. Misch, of Frank F. Misch & Sons Printing Co., Coffeyville, president, and E. A. Yoe, *Independence Tribune*, Independence, secretary.

One printer who evidently made the printing business pay him a real profit was Nathan P. Pond, formerly secretary and treasurer of the Rochester Printing Company, Rochester, N. Y. Mr. Pond died January 16 and a recent appraisal of his estate shows a net total value of $252,000.

Journeymen printers in Elgin, Ill., newspapers walked out June 1, demanding the 44-hour week and more pay. As a consequence, that city was without local papers for several days. Publication was resumed when the men were granted the 44-hour week at the old scale of $36.00 a week.

Officers of the National Association of Printing Ink Makers were recently elected as follows: A. J. Ford, of the Fuchs & Lang Mfg. Co., president; M. F. Holt, of Ault & Wiborg Co., vice-president; T. A. Lenci, of the Eagle Printing Ink Co., treasurer, and D. H. Sloane, secretary.

The Sledge Printing Co., of Raliegh, Tenn., has purchased its own building in that city, which will be occupied after being completely remodeled. J. J. Sledge is owner of the company.

Nineteen plants in Rock Island, Ill., Moline, Ill., and Davenport, Iowa, members of the Tri-City Manufacturing Printers' Association, last month declared for the open shop.

J. Larry Birmingham was elected president; M. N. Riggs, vice-president, and E. W. Miller, treasurer of the Cincinnati Graphic Arts Salesmen at a meeting held June 16.

Brigdens, Ltd., Toronto, has started a training school for girls desiring to learn the printing trade. The strike in that city is the cause.

The South Dakota State College School of Printing at Brookings reports a large demand for the services of students completing its courses.

The printing plant of Prof. N. W. Draper, of Fairfield, Ill., was recently sold to Pettijohn and Ayers, of Flora, Ill., who moved the equipment to the latter city.

The U. T. A. School of Printing, Indianapolis, Ind., has recently installed a No. 6 Optimus press, donated by the Babcock Printing Press Mfg. Co.

Warren G. Harding, United States President, has been made an honorary member of the Typothetae of Washington, D. C.

A credit and collection bureau has been installed by the Cincinnati Typothetae for the use of its members.

A convention of the North Dakota Press Association will be held in Jamestown, N. D., August 5 and 6.

The Minnesota Editorial Association will meet in Duluth, Minn., July 21 to 24, inclusive.

The Virginia Press Association will hold its annual convention at Ocean View, Va., on July 21 and 22.

A speaker in London recently declared printing from type will be superseded by a photographic process.

J. C. Powers has been selected to head the Open Shop division of the New York Employing Printers' Association.

CHAS. H. COLLINS

Representing
American Assembling Machine Co., Inc.
Berry Machine Company
George Sague
Ward & McLean

Selling
Juengst Gatherer-Stitcher-Coverer
Juengst Automatic Side Stitcher
(60 to 90 books per minute)
Rowe Straight Line Trimmer
(25,000 ¼" books trimmed per hour)
Berry Round Hole Cutter
Berry Pneumatic Bindery Tools
Berry Semi-Automatic Feed for Board
Climax Roller Washing Machine
(Wash up cost 2c per press)
American Looping Machine
(Punching & Looping with twine—One operation)

501 Plymouth Court
Phone Wabash 5190
Chicago, Illinois

William Green, president of William Green, Inc., New York City, and former president of the United Typothetae of America, is now owner of all the property formerly belonging to the Leslie-Judge Co., publishers of *Leslie's Weekly, Judge* and *Film Fun*. The new officers of the company which will continue to publish the three magazines "on broader and more ambitious lines than heretofore," are: President, Mr. Green; vice-president, D. H. Cooke; treasurer, E. J. McDonnell; secretary, W. D. Green.

The Leslie-Judge Co. went into bankruptcy a number of weeks ago, and has been able to pay creditors but 25 per cent in cash. Among the creditors are William Green, $742,720; West Virginia Pulp and Paper Co., $404,876, and Charles Schweinler Press, $127,780.

The governor of the state of New York has signed a bill which exempts women proofreaders and Linotype and Monotype operators from the law prohibiting women from working after 10 o'clock at night, and before 6 o'clock in the morning, so that hereafter women proofreaders, Linotype and Monotype operators can work any and all hours of the day, the same as men. This, of course, does not repeal the other provisions of the law that no woman shall be employed more than six days, or more than fifty-four hours in any one week, nor more than ten hours in any one day, if there is a short day or holiday on one of the six working days of the week.

Pittsburgh Chapter No. 1 of the Ladies' Auxiliary of the U. T. A., last month adopted a constitution and by-laws. Other cities interested in the formation of such an auxiliary will do well to communicate with H. P. Hogan, secretary of the Pittsburgh Typothetae, who will be glad to furnish them with a copy of Pittsburgh's constitution. The address is Century building, Pittsburgh, Pa.

The Advertising Typographers' Division of the U. T. A. is planning to assemble a comprehensive display of the products of its members to be shown at the Toronto convention of the U. T. A. as a special section of the third annual Typothetae Industrial Arts Exhibit.

Hall & Smith, printers, located at 353 Market street, San Francisco, suffered considerable damage in a $100,000 fire which swept the building adjoining that in which the firm's plant is located.

William J. Coombs, secretary-treasurer of the St. Louis Typographical Union No. 8, has announced that the several printers and bookbinders unions of St. Louis resent the action of the St. Louis Employing Printers' Association encouraging the pupils of the St. Louis schools to enter the printing course at the Central High School. He charges that the association is endeavoring to recruit strikebreakers among the grammar school pupils. Letters offering immediate employment to all who would agree to enroll for the two-year course at Central High School were recently read to all graduating classes, he asserted.

The unions have prepared a circular for distribution, calling the parents' attention to the fact that a strike still exists in the printing trade, and requesting them not to allow their children to become strikebreakers. The circular states that the employing printers of St. Louis are offering inducements through the public schools, so that the children may be used as strikebreakers. A list of twenty-nine printing companies are described as having "locked out the members of the printing trades unions."

Dr. John J. Maddox, acting superintendent of public instruction, objected to the handbill on the ground that it created a false impression. He said that no such letter had been sent out from his office. The charges, he said, were probably based on a routine letter he mailed to all grade school principals relative to their urging graduates to enter high school. In view of the fact that many graduates will not enter high school, he asked the principals to direct the attention of the pupils to the printers' course.

In addition to offering the graduates immediate employment, the employers have offered to pay them the wages of a third-year printer's apprentice on completion of the two-year course.

The fifteenth annual convention of the Poster Printers' Association of the United States and Canada was held in Cincinnati the week of June 6. Speakers included C. W. Jordan and E. R. Mackey of Chicago, and F. L. Clarke of Milwaukee. A tour of inspection of the Ault & Wiborg plant, followed by luncheon served by that company, was one of the features of the convention.

E. B. Tucker of the Gazette Show Print, Mattoon, Ill., was elected president; James Hennegan, Sr., of Hennegan & Co., Cincinnati, vice-president, and Carl Pfeifer, of the Pfeifer Show Print, Columbus, Ohio, secretary-treasurer; Harold C. Macoy, of the National Printing & Engraving Co., St. Louis, was voted chairman of the board of directors. With him will serve the three officers and I. C. Vaughan, of the Ackerman-Quigley Lithographing Co., Kansas City; Robert Wilmans, of the Dallas Show Print, Dallas, Tex., and R. D. Pratt, of the Pratt Show Printing Co., of Indianapolis.

An organization called "Open Shop Printers of St. Louis" has been formed by the master printers, who have been in a struggle with union printers and allied organizations, since May 1. The organization is pledged to operate on the open shop principal for five years from May 18, 1921, to June 1, 1926. Forty-eight firms have subscribed to the agreement. These include firms that were formally union and non-union. Most of the larger printing concerns are members.

C. C. Wells, connected with the Western Newspaper Union in the west for four years, has established the Wells Printing Co., in Billings, Mont. The new company takes over the equipment of the McFarlin Printing Co., and is located in the Odd Fellows' building in Billings.

The Benedict Printing Co., at Dewitt, Iowa, has been sold to G. F. Burch and Clarence Reaugh. The name will be changed to the Benedict Printery. Mr. Benedict, the former owner, had been in business fifty years, and retired on account of his health.

Business Recipes is the name of a new house organ started by the Neuner Corporation, Los Angeles, Calif. It is attractively prepared and should prove a valuable salesman for that corporation.

Harry W. Porte, son of R. T. Porte, has been made a field representative of the Porte Publishing Co., of which his father is head. He will make his headquarters in Cincinnati for the summer.

Thirteen boys were graduated last month from the printing department of the Ralston Industrial School at Pittsburgh. All of the boys were immediately placed in Pittsburgh printing plants.

The American Photo-Engravers' Association has had its code of ethics printed in four colors on Japan vellum, ready for framing, and is distributing it to those members who order it.

C. E. Sprott has been made sales manager in charge of the three houses of E. C. Palmer & Co., Ltd., located in New Orleans, Houston and Dallas.

Is It Right To Neglect Any One Feature of Your Printing Plant?

IS it business-like to wage economy on the most important part of your Printing Press—the ROLLERS?

CHICAGO ROLLERS have the *needed quality* to produce GOOD PRINTING. CHICAGO ROLLERS give expected and satisfactory service and make the business of printing a pleasure.

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to pick up a batch of typewritten copy and determine quickly and accurately the number of pages it will make and equally simple to determine the size of type to use to fit a given space. Size is 11 x 16 and attractively printed in colors

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shows 110 Lino, 160 Mono faces and twenty-one series of handset Mono display from 14 to 36 point The price is one dollar; ten cents additional if Uncle Sam's services are required; out-of-town printers copy writers and layout men are keeping uncle busy. Better order yours while price is at its present level. Edition is limited. Checks or money orders acceptable by us

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Steel and Copper Plate Engravers Plan Chicago Convention

THE eleventh annual convention of the National Association of Steel & Copper Plate Engravers, to be held at the Hotel Sherman July 6, 7 and 8, will be featured by a number of unusual events, according to the program which has just been issued. One of these will be the presentation of the "Sick Print Shop," under the title of the "Sick Engraving Shop." The play has been rewritten to meet the needs of the engraving industry, and will be acted by several members of the original cast, aided and abetted by prominent members of the engraving fraternity. The play will be given on Wednesday night, July 6, following the banquet which is to be held at the College Inn. Marion S. Burnett and T. S. Quin will take the leading roles. R. J. Tufts of Chicago is arranging the details.

The program, as announced, is as follows:

TUESDAY, JULY 5

Reception and registration of delegates.
2:00 p. m.—Executive committee.
2:30 p. m.—Meeting of committees.
7:00 p. m.—Executive committee.

WEDNESDAY, JULY 6

America.
9:00 a. m.—Formal opening.
Address of welcome—John Walz, president of Chicago Plate Engravers' Club.
Announcements.
President's address—Hugo Sauer.
Secretary's report—A. E. Self.
Treasurer's report—A. E. Vose.
Executive committee's report—W. W. Blaisse.
Consideration of reports.
Appointment of nominating committee.
12:30 p. m.—Luncheon (with the ladies).
2:00 p. m.—National advertising project—Hugo Sauer, Jr., and Mr. Shepherd.
6:30 p. m.—Banquet.
8:30 p. m.—"A Sick Engraving Shop" (a serio comedy).
Dancing.
A. M. and P. M. entertainment of visiting ladies by ladies' auxiliary committee.

THURSDAY, JULY 7

9:00 a. m.—Address—G. B. Gannett (strike insurance).
Report on trade customs; style and form; design; membership; mechanical development; publicity and educational; technical training; industrial relations; consideration of reports.
12:30 p. m.—Luncheon (with the ladies).
2:00 p. m.—Cost finding committee—L. B. Crabbs.
5:00 p. m.—Address—T. A. Isert.
7:00 p. m.—Address—P. T. Hoehn—"History and Invention of the Alphabet."
9:00 p. m.—Supply men's affair.
Dancing.
A. M. and P. M. entertainment of visiting ladies by ladies' auxiliary committee.

FRIDAY, JULY 8

9:00 a. m.—Address—J. A. Borden (organization-co-operation; unfinished business; general discussions by members; suggestions and recommendations; report of nominating committee; selection of next convention city; meeting of new officers and executive committee.
12:30 p m.—Luncheon (with the ladies).
2:00 p. m—Chicago entertains.
A. M. entertainment of visiting ladies by ladies' auxiliary committee.

Bermingham & Prosser Company

PAPERS

KALAMAZOO, MICHIGAN

501 Fifth Avenue, New York City 10 South La Salle Street, Chicago

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Certainty that it will produce a distinctive letterhead, rich in texture, brilliant in color, dignified and stately in body.

Certainty that it will work well on the press, whether it be a case of printing, offset press lithography, engraving or embossing in one or several colors.

Certainty that it will be uniform in its characteristics, that this month, next month, this year, next year, its high standard will be consistently maintained.

But underlying all three of these things is a fourth quality that is a part of all and yet a peculiar distinction, too.

We mean the delight of the customer, the pleasure of the pressman and the confidence of the salesman which arise from the realization of the honest craftsmanship, sound materials and innate quality that are the "reasons why" for its beauty, strength and distinction.

The Aristocrat of Bonds

Made by GILBERT PAPER COMPANY, *Menasha, Wis.*

For Sale by

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Baltimore, Maryland	*Barton, Duer & Koch Paper Co.*
Boston, Massachusetts	*Carter, Rice & Company*
Chicago, Illinois	*Moser Paper Company*
Cincinnati, Ohio	*Chatfield & Woods Company*
Cleveland, Ohio	*Cleveland Paper Manufacturing Co.*
Denver, Colorado	*Carter, Rice & Carpenter Paper Co.*
Des Moines, Iowa	*Carpenter Paper Company*
Detroit, Michigan	*Beecher Peck & Lewis*
Indianapolis, Indiana	*C. P. Lesh Paper Co.*
Los Angeles, California	*Blake, Moffit & Towne*
Louisville, Kentucky	*The Rowland Company*
Madison, Wisconsin	*The Madison Paper Company*
Manila, P. I.	*J. P. Heilbronn Company*
Milwaukee, Wisconsin	*E. A. Bouer Company*
Minneapolis, Minnesota	*The Paper Supply Company*
New York City	*Parsons Trading*, Exp. Agents.
New York City	*Lasher & Lathrop, Inc.*
Newark, N. J.	*Lasher & Lathrop, Inc.*
New Orleans, Louisiana	*Julius Meyer & Sons, Inc.*
Philadelphia, Pennsylvania	*Garrett-Buchanan Co.*
Pittsburgh, Pennsylvania	*The Chatfield & Woods Co.*
Portland, Oregon	*Blake, McFall Company*
Pueblo, Colorado	*Colorado Paper Company*
Rochester, N. Y	*R. M. Myers & Co.*
San Francisco, California	*Blake, Moffit & Towne*
Seattle, Washington	*American Paper Company*
Spokane, Washington	*Spokane Paper & Stationery Co.*
St. Paul, Minnesota	*Leslie Donahower Company*
Syracuse, N. Y	*R. M. Myers & Co.*
Tacoma, Washington	*Tacoma Paper & Stationery Co.*

18 87 M W

DETROIT

W. C. Richards

H. F. Brooks and G. R. Keller were in charge of a surprising shopping stunt a few weeks ago to inaugurate an informal course of study of the "Black Book."

The association printed a quantity of envelopes and letterheads bearing the name of the fictitious firm, "L. H. Roberts, Gray Iron Castings, Toledo." These were sent to every printer in the city with the request for a price on 5,000 each of letterheads and envelopes.

No one tipped it off. Even the firms of the men on the committee estimated on the job. Replies were received from 112 printers. Fifty-eight were members of Typothetae and 54 were not. The average price of the 58 members was $55.32. The average of the 54 non-members was $50.72. Prices submitted by 20 men who always attend the Monday printers' departmental, averaged $61.40. The correct "Black Book" price on the job is $60.80.

The week preceding the test, G. A. Ferris, of Ferris, Fowler & Fosdick, talked to the meeting on shopping and shoppers. Then the test was made, and at the following meeting lists containing the bids of all the 112 printers were passed around. Last Monday the meeting began a study of price schedules in the "Black Book." The course will continue a month and a half.

The Detroit printing industry is going along nicely now and praying. There is enough work to keep the plants going. There is no surplus of labor. In that detail the shops are just about keeping even. The trade provided a good many men to the struck towns in May. Gave away all it had, in fact. With that situation obtaining, Typothetae labor has nothing to worry over as yet.

The trade is steadying down to the midsummer grind and golf on week-ends. If anybody is going to move his plant, he is going to wait until the sun reduces its batting average, but it is miraculous the impetus he gets when he steps into the car Saturday noons, with his new trick mashie stowed in a formidable bag.

Speaking of golf, Harry V. Fox, of the Parkinson Engraving Co., shot a net 75 and won the 18-hole tournament of the Meadowbrook Country Club June 18. He had a gross of 93. Parkinson himself, who plays with a handicap that looks like the serial number of the last Liberty bond issued, was fifth.

Bill Hobill, of Franklin Press, can make every paper drinking cup in the locker-room in one putt, but there, alas, the praise of him ends. Joseph Mack, president of the Joseph Mack Printing Co., is also president of the Oakland Hills Country Club, one of the sportiest eighteens of the district's 22 courses. Harry Mack, of the same company, also plays at Oakland, and Mr. Winter, of Evans-Winter-Hebb, has turned in a batch of 90's this season with remarkable consistency at the Detroit.

In fact, Detroit believes it could muster a cracking team—and don't misinterpret that word cracking—in the trade if there are any challengers in other cities.

The Turner Printing Co. has removed from 408 Jefferson avenue, east, to 690 East Congress. The Typothetae association offices are being moved, as this is written, from the eighth to the ninth floor of the Marquette building, a shift caused by a four-cornered move in the building. The old number was 809, the new 908. The association profits by better office arrangements.

The annual picnic of the Detroit Typothetae-Franklin association will be held July 11. The place has not yet been decided. Seven resorts are bidding for the outing. Arrangements are in charge of G. R. Keller, H. F. Brooks, J. Doyle, D. S. Medbury, A. A. Webster, C. C. Burrel, and Messrs. Breck and Persch. Last year the association went to Canada.

Minneapolis Operates Despite Strike

Despite a strike June 1, which affected 652 union workmen in 85 Minneapolis plants, the industry in that city continues to turn out work, although under difficulties. Twenty of the 85 plants are running 100 per cent, and all of the remaining 65 are operating to some degree. An ever increasing number of nonunion workmen, and the number of old employes remaining on the job, have combined to keep the wheels moving. On June 17 a survey was made showing:

Old employes remaining	267
New help	248
Employers and office help putting in full time in mechanical departments	58
Total	573

All struck plants are members of the 48-Hour League and produce 90 per cent of Minneapolis printing.

GRAND RAPIDS

The Challenge Machinery Club, composed of the heads of the departments of the Challenge Machinery Company at Grand Haven, Mich., manufacturers of printing equipment, recently motored to Muskegon and held a banquet at the Muskegon hotel. After the banquet they attended a special performance at the Regent theatre, given by the Hawkins-Webb stock company.

Members of the Grand Rapids Club of Printing House Craftsmen have been invited to be the guests of the Grand Rapids Electrotype Co. at an early date. The Grand Rapids Electrotype Co. will put on an elaborate banquet for the club, and then will take the members through their plant on an inspection trip. This trip will be followed by a general discussion of plate making.

G. P. Gage, formerly representative for the Sewell-Clapp Envelope Co. and later in the advertising business in the Ashton building in Grand Rapids, has left Grand Rapids and has taken a position with the Shakespeare Co. of Kalamazoo as assistant sales and advertising manager.

E. J. McIlhiny, manager of the Grand Rapids Electrotype Co., had the misfortune of falling downstairs in his home recently. The fall broke his arm and severely bruised him in a number of places. He will be detained at home for a number of days.

Owing to steadily increasing business and limited quarters it now has, the Zimmer Brothers Engraving Co. of Grand Rapids is looking for a location that will make further expansion possible.

A new engraving concern has opened its doors in Kalamazoo, under the name of the Kalamazoo Engraving Co. It will handle a general line of engraving.

R. C. Weidgenant, specialty salesman for the Cargill Co. of Grand Rapids, left the employ of that concern recently. Mr. Weidgenant has taken a position with a Chicago firm.

J. H. Schneider has taken a position with the Michigan Lithographing Co. of Grand Rapids as general superintendent. Mr. Schneider comes from Chicago.

THE UNION PAPER & TWINE COMPANY DETROIT

RADIUM BOND
(WATERMARKED)

A rag-fibre bond of quality at a reasonable price. It has the crisp crackle and strength so noticeable among the high-priced bonds.

It has a distinctive cockle finish that makes attractive letterheads and business stationery. Has perfect printing and lithographing qualities.

Carried in stock in white from Substance No. 13 to No. 24.

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The West Virginia Pulp & Paper Company's
"MILL PRICE LIST" PAPERS

CLEVELAND

Cleveland's journeymen printers and ıembers of the Master Printers' Associa- on are still at loggerheads over the 44- our week controversy. Neither side has ıown much disposition to give in and very few days cards and statements from ıe association or President Hoban of the ıcal Typographical Union are printed in ıe advertising columns of the daily news- ıapers. The employers challenge Mr. Ho- an to bring forward anything to show that ssociation members as an association ever greed to a 44-hour week. The situation still badly muddled and a good per- ntage of the men who went on strike e still idle. The Master Printers' Asso- ation alleges that Mr. Hoban is dodging ıe real issue in his appeals through the ıapers to the public.

The Findlay Publishing Co. is one of ıe Ohio concerns which closed its job de- artment May 1, when the general strike printers for a 44-hour week came about. he management issued a statement, say- g that "in Findlay two other union print- g offices, L. E. Kennedy and Thomas & o., have abrogated their union contracts, hich had expired and converted their of- e plants into open shops."

The statement further pointed out that e proposed work scale made it impossible r the concern to operate a job depart- ent in connection with the *Morning Re- ıblican.*

The Cleveland school board has author- ed the establishment of printing shops r the summer vacation schools. J. H. arris, a school board member, objected the printing shop because of the print- s' strike, but F. W. Steffen, secretary- easurer of the Cleveland Typographical nion, said there would be no objection. ıe object of the print shop is to train inters and get out school board publica- ons cheaper than they can be produced privately owned shops.

The Cleveland Typographical Union ose F. W. Steffen, secretary-treasurer; alter James, M. D. Neuman and James Malley delegates to the International nvention at Quebec; Al Senn and Henry ıeebone being alternates. The local tonomy strike proposal received 177 aye tes and 577 noes. The Charleston prop- ition got 142 favorable and 599 unfavor- le votes.

Plans are under way in Cincinnati to purchase a home for the family of the late "Luke McLuke"—James S. Hastings, "column" writer for several years for the Cincinnati *Enquirer.* He died a few weeks ago. J. A. Garretson, president of the Cuvier Press Club, appointed a committee, headed by August Hermann, base ball magnate, to boost the Luke McLuke Memorial Association fund, the club voting $100 for the same.

The Buckeye Printing Ink Co., of Columbus, O., has been incorporated for $25,000. A three-story building with 4,500 square feet of floor space has been leased at 141 East Cherry street, that city, and two mills and one mixer will be installed. Ernest Gabler, of Chicago, will direct the plant. Officers are C. M. Pfeifer, president; H. T. Phillips, vice-president; H. T. Trowbridge, secretary, and B. J. Steele, treasurer.

The Cincinnati Club of Printing House Craftsmen has been reorganized. A meeting held recently resulted in the election of G. W. Thoren, manager of the Spokesman Printing Co., as president; H. P. Hilbert, of the Waterproof Paper & Board Co., vice-president; Jerry Clevenger, of *The Billboard*, secretary, and James Sullivan, of the Sullivan Printing Works, treasurer. The club has fifty members.

The Premier Press Co., Cleveland, has leased four floors of the recently erected Premier building, 1825 East 18th street, to the Playhouse Square Garage Co., giving the latter company control of 40,000 square feet of floor space.

The Akron Progressive Printing Co., Akron, Ohio, has been incorporated under Ohio laws, with a capital of $15,000. The incorporators are Simon Kail and R. E. Cook.

The Cleveland Commercial Publishing Co., with a capital of $18,000, has been incorporated under Ohio laws, by W. B. Stewart and Charles Follett.

The Lutheran Publishing Co., Toledo, Ohio, has been incorporated under Ohio laws, with $10,000 capital, by E. F. Keller and W. F. Miller.

The Buehler Print Craft Co. of Cleveland has been incorporated under Ohio laws with a capitalization of $150,000.

Linotype Co. to Be Host

On July 12 the members of the Machine Composition Association of New York City will be the guests of the Mergenthaler Linotype Co. at the main offices of the concern in Brooklyn.

UNITED STATES AT LARGE

Plans are well under way for the reopening of the Southeastern school of printing in Nashville, Tenn., in large quarters. The school will have 6,000 square feet of floor space, which, in addition to accommodating the school, will also house the offices of the Southeastern Typothetae and the Nashville Printers' Club. The school has four Linotypes and six Mergenthaler keyboards. It can accommodate 30 students.

An "On to Toronto" committee has been appointed by the Pittsburgh Typothetae, Pittsburgh, Pa., to formulate plans for sending the largest delegation of Western Pennsylvania printers ever in attendance at a U. T. A. convention, to the meeting in Toronto next October. G. A. MacGregor, of the MacGregor-Cutler Printing Co., Pittsburgh, is chairman of the committee.

Lloyd D. Chase, 68 years old, one of the oldest active employing printers in northern New York state, died last month in Watertown, New York. He was at one time publisher and editor of the Carthage *Republican* and later publisher of the Watertown *Post.* For a number of years he had conducted a printing and book binding plant in Watertown.

Applications for injunctions against printing trades unions were filed in two cities last month in connection with labor troubles. Both of these were for the purpose of permanently restraining unions from picketing printing plants in Cleveland and Toledo, Ohio.

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The Versatile Press

Because of its quick adaptability to handle a large range of work, from a small handbill to the highest grade of commercial work; its ease of handling and conveniences for the operator; its fine register and distribution; its rigid impression; its sturdy construction, handsome appearance and built-in durability; its low first cost and economical up-keep; and for its all-around dependability, every Lee Press User is a Lee Press Booster.

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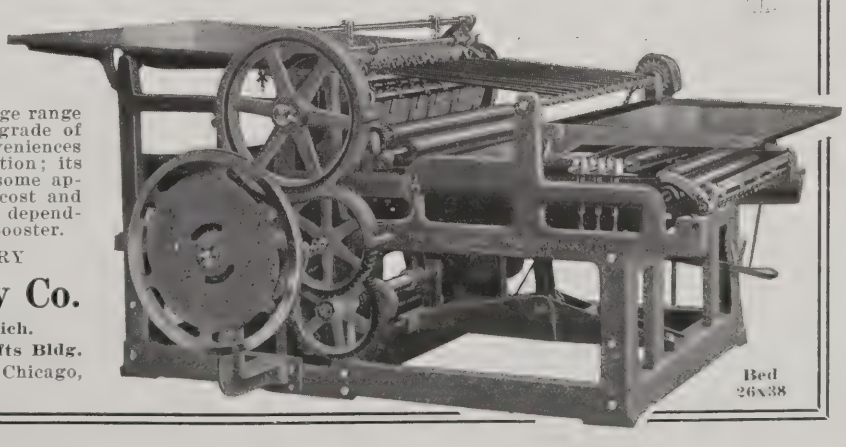
See our Exhibit at the Graphic Arts Exposition, Chicago, July 23d to August 30th



Bed 26x38

MILWAUKEE and WISCONSIN

Deciding to continue the work after a thorough presentation of the subject by J. W. Strong, Wisconsin field secretary, handling the "Wisconsin Plan," a combination of University of Wisconsin extension division and U. T. A. work covering cost installations and educational courses for printers, the State Franklin Clubs of Wisconsin will follow the 1921 annual convention with an intensive campaign to further this work.

George J. Nash of Eau Claire, Eau Claire Book & Stationery Co., was re-elected president of the organization, at the close of the convention held jointly with the Milwaukee Typothetae, at Hotel Pfister, Milwaukee, June 17 and 18. Mr. Nash received the earnest promises of the membership to support the educational work and other efforts of the clubs, when he protested that he could not possibly give the time for another term as executive. Walter Wallick, Wisconsin Rapids Tribune Co., was elected vice-president. The former vice-president, Jonathan Booth, Menomonie, Wis., was elected secretary and treasurer. Directors chosen are: H. F. Merten, Jr., Waukesha; H. C. Hansen, Eagle Printing Co., Marinette, and Rudolph Haessler, Wetzel Bros., Milwaukee. Emery A. Odell, Times Printing Co., Monroe; Frank Cantwell, Cantwell Printing Co., Madison, and George Harrington, Oshkosh, were selected as a committee to have charge of the university and U. T. A. work, or "The Wisconsin Plan." All of the officers, directors and the committee form the executive committee of the State Franklin Club.

Mr. Strong, in his address, indicated that some of the smaller shops in the state were taking hold of the Wisconsin plan just a little more encouragingly than the larger ones. He reported the financial condition of the work to be good, and during his address turned over additional funds just secured by additional installations. While the general treasury of the organization proved somewhat lower than a year ago, the meeting did not hesitate to vote for an indefinite continuance of the plan and field work, following Mr. Strong's presentation of the possibilities and the results already achieved.

Mr. Nash, in opening the convention, also pointed to the work, saying that "the employing printers of Wisconsin have made wonderful strides in the last year or two in improving their condition. They have learned to demand a fair and adequate return for their work." The Wisconsin plan is for a standard educational service, to the publishers and printers of the state, for a period of three years, through co-operation of the extension division and the U. T. A., and the State Franklin Clubs.

J. G. Wallace, director of Field Operations of the U. T. A., discussed the benefits which the printer receives in using the standard cost finding system, and lauded the work accomplished in this direction by the Milwaukee Typothetae. T. R. Covey, Chicago, pointed out the protective features of the strike insurance covering printers, and urged a strong united stand on the part of the employers in the interests of the public which buys and pays for printing. He told the members that the result of the strike in Milwaukee July 1 would largely determine the outcome of the labor situation, not only throughout the state of Wisconsin, but in other sections.

W. C. McLaughlin, manager of the Chicago division, Whitaker Paper Co., declared that the country is not facing hard times, but the necessity of giving up too easily won war profits. He urged perfection of organization by the employing printers with a view of doing a fair share in the readjustment period.

Martin C. Rotier, president of the Milwaukee Typothetae, and executive of the Meyer-Rotier Printing Co., Milwaukee, discussed printing trade customs at length and was asked many questions by up-state printers. Mr. Rotier dwelt at length on the fact that the printer has at least as much responsibility as the customer in the formation of customs, habits, etc., attending the ordering, manufacturing and delivering of printed matter.

J. L. Sturtevant, head of the Wausau Herald Printing Co., presided as toastmaster at the banquet given on the evening of June 17 at Hotel Pfister. Phil A. Grau, executive director of the Milwaukee Association of Commerce, in an address, denounced the "association member who merely pays his dues," as a "slacker." "You can't be loyal to yourself," he declared, "if you are not loyal to your association." Joseph A. Borden, director general of service of the American Writing Paper Co., and former general secretary of the U. T. A., heralded with prolonged cheers and calls for "Joe" by the banqueters, paid a high compliment to the educational work done in Wisconsin. Oscar Loewenbach of the B. Loewenbach & Son Co., Milwaukee, who, with Treasurer George F. Bollow, L. Breithaupt Printing Co., was responsible for the banquet and entertainment program, provided a splendid musical entertainment. More than 350 printers, wives, daughters and guests were present, and the dinner was voted as the high spot of the entire convention.

Saturday forenoon, June 18, following the election of officers and the adoption of an extension of the Wisconsin plan, the entire party took trolleys to Waukesha Beach, where a picnic was enjoyed. Both dinner and luncheon were served at the beach.

Robert M. Crawford of Mineral Point, Wis., head of the Democrat Printing Co., of that city, died June 4, aged 67 years. He was always a strong supporter for Wisconsin Franklin Club plans in the interests of improved methods for country and small city printing establishments.

The degree of Doctor of Literature has been conferred upon Frederic C. Morehouse, head of the Morehouse Publishing Co., Milwaukee, by Lawrence University, Appleton, Wis.

Negotiations for a site by unknown parties and tests of a number of springs of water at Neenah, lead to reports of a new $1,500,000 paper mill project for that city.

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WALLACE P. ALLEN, Vice-President and Secretary
MILWAUKEE PRINTERS' ROLLER CO.
PRINTERS' ROLLERS
and Tablet Composition
Printing Machinery
Office Room 24, Evening Wisconsin Bldg.
MILWAUKEE, WIS.

The Homestead Company of Des Moines, Ia., has been awarded the contract for fourth class printing in Wisconsin, by the state printing board. The Cantwell Printing Co., of Madison, and the Democrat Printing Co., of the same city, who have done a good deal of the state printing, replied to requests for bids with a letter, stating they were unable to bid at the present maximum, but would be willing to handle the work which they are now taking care of, at 50 per cent above the statutory maximum prices. The Democrat Printing Co. also stated it was unable to bid on the first and four B classes; that it would be glad to continue to do the first class or legislature printing at its emergency contract price at 66 per cent above the statutory maximum, and the four B class at 45 per cent above maximum.

The new home of the W. F. Nackie Paper Co., 340 Jefferson street, Milwaukee, was formally opened on the evening of Thursday, June 23. Many friends and patrons of the company were present, and declared the new structure to be one of the best-appointed they have seen in the paper trade. The new building gives the company 36,000 square feet of floor space. The officers of the company are: President, W. F. Nackie; vice-president, G. G. Cusker; secretary and treasurer, E. E. Millot, Jr.

H. C. Netherwood, of the Netherwood Printing Co., Madison, Wis., is contemplating a $5,000 addition to his printing offices at 519 State street. The addition will be of brick and tile, 25 by 60 feet. The Netherwood company is planning to move its office headquarters to the State street address shortly, so that the entire establishment will be under one roof.

W. H. Bridgman, head of the Stanley Republican Printing Co., Stanley, Wis., and one of the best known men in Wisconsin printing and publishing circles, owing to the many progressive movements in the trade which he has fostered, was signally honored by his fellow townsmen recently, with a testimonial banquet at Hotel Royal. Speakers paid tribute to the guest of honor who came to Stanley when that place was a village of 300. The tribute is unique in Wisconsin printing and newspaper annals.

The Wisconsin unemployment insurance bill is "stone dead." After a fight of many months, the measure has been indefinitely postponed. In the end, when the bill was about to be adopted, a flood of amendments were introduced, exempting this or that occupation. Finally, an amendment was brought in to include farmers in the provisions, and then the bill was quickly killed by the farmer-legislator vote.

The Milwaukee Typothetae has been incorporated with the Wisconsin secretary of state as a non-stock corporation, the purpose being stated as "organization in the printing industry." Martin C. Rotier, president; Charles Gillett, vice-president, and George W. Bollow, secretary and treasurer, and Fred G. Cramer and Nic Meuser attended to the details and signed the charter papers.

Gustav Wollaeger, Jr., vice-president of the Northwestern Lithographing Co., Milwaukee, died at his home in that city, Monday night, June 1, following a long illness. Mr. Wollaeger was prominent in general business circles, having been president of the Concordia Fire Insurance Co., a director of the Second Ward Savings Bank and had held several important state offices.

The Fox river valley employing printers, including cities of Appleton, Neenah, Menasha, Oshkosh, Green Bay and Kaukauna, are beginning a new movement to solve the apprentice problem. At a meeting during the middle of June the Fox River Valley Typothetae took up the subject in great earnest. The secretary was instructed to get in touch with the school for apprentices, maintained at Indianapolis by the national body, and to give information to the members of the Typothetae in the valley about the possibilities of this school. More than 35 members were present at the meeting, employing printers from as far as Marinette, Wis., and Menominee, Mich., attending. The organization decided to hold a business meeting, to be followed by a picnic at Shawano, Wis., on Saturday and Sunday, July 9 and 10.

The Chris Roemer estate of Appleton, Wis., has purchased a two-story building in that city, which it will use to house its printing plant, now located in another section of the city. It is the intention of the estate to add considerable new machinery and equipment.

Printing and publishing, and pulp and paper making were stated by the Wisconsin Industrial commission in its June report, as being among the four most stable industries in the state from an employment standpoint.

The Wisconsin Press Association will meet in Marshfield, Wis., on July 21, for an all-day session. The following day an automobile tour of the northern section of Wisconsin will be made.

C. & G. Trimmiter

A real composing room saw. Made in three distinct models. Designed by the foremost inventor of printing machinery in the world.

"Ad-Alley Model"

A compact, sturdily built machine. Occupies floor space of sixteen inches square, exclusive of motor. Table is quickly adjusted to trimming or slitting position. Speedy, accurate, clean.

Model No. 1

Similar to our "Ad-Alley Model," but equipped with 60-pica gauge. It is flexible enough to do most any sawing or trimming required, and will be found very handy and inexpensive to operate.

Model No. 2

A versatile machine. Has large table and can be elevated to any position for outside mortising or under-cutting. Designed for offices requiring greater capacity than either of other models.

A NEW method of sawing, trimming and mitering is embodied in the C. & G. Trimmiter. Work is arranged in front of gauge. This is a distinct departure from other machines and permits of finer and smoother cutting. On "slug" work you can place smooth side against gauge, and vise will engage *two ribs*, preventing work from "fanning" and eliminating the possibility of cutting into face of slug. All machines are equipped with miter attachment, miter gauge and motor of any standard voltage. Made standard height, compact and easy accessible. Precision, accuracy, simplicity and speed are combined with safety.

Write for complete specifications covering the particular model you are interested in.

C. & G. MFG. CO. DESIGNER and MAKER **538 S. Dearborn St., CHICAGO**

TELEPHONE HARRISON 7593

Ask us to send you

through the mails a sheet of Tuf-fold, folded both ways and without an envelope. Good printers and advertisers who require a paper that delivers its advertising message in good condition will be interested in seeing how well Tuf-fold "travels". The corners and edges will be unbroken and the surface will not be cracked.

This sheet will also show how Tuf-fold "takes" the ink from solid zincs and every kind of screen, because of its unpitted surface.

Tuf-fold

is the trouble-proof enamel, at last. It has taken our mills a year to perfect this paper, long hoped for by good printers and direct-mail advertisers. Send right now for the broadside of this beautiful new sheet.

Seaman Paper Co.

CHICAGO
208 So. La Salle Street

NEW YORK
200 Fifth Avenue

ST. PAUL MINNEAPOLIS PHILADELPHIA DETROIT BUFFALO
DES MOINES KANSAS CITY ST. LOUIS MILWAUKEE
CINCINNATI LOUISVILLE

Phone for the Seaman Paper Man nearest you

He Didn't Look Like Much—But!

Continued from page 31

hurt. You can imagine what he spent with its chief competitor, the house where he had been, not laughed at, but well treated.

A lumber-jack dressed for the woods blundered into a wholesale house in the Northwest one day, some years ago. His English was bad. He wanted some trifling article that should have been bought in a retail store. "How much do you want," asked the clerk, and when told "Two dollars' worth," passed him along to somebody else, who passed him along in turn, until he finally reached the department where that article was sold. The manager happened to be out at lunch, but his stenographer sympathetically took the lumber-jack in hand, and saw that he got what he wanted. The lumber-jack disappeared. Some weeks later a large order arrived from a lumber camp, addressed to the stenographer, and large orders followed month by month through the season, always addressed to this woman. The purchasing agent at that particular camp would not do business with anybody else in that house. He was the stenographer's lumber-jack, and had heard her name mentioned while making his two-dollar purchase.

In some lines of selling none of the customers look like anything. Take a well-educated engineering graduate out of college, away from his well-dressed pals on the campus, and send him out to sell motor trucks. He cools his heels in the offices of corporations waiting to see the purchasing agent or general manager. But his real customer may be the foreman or superintendent of the garage where the company houses its motor fleet, or even the drivers of two or three trucks where only that many are operated. These are the fellows who have to get results from motor equipment, and whose knowledge often swings the decision in a sale. The better he can get to know them, the better off he will be. The more he can show them about efficient operation that increases results and cinches their jobs, the greater their influence on his behalf.

Don't Pass Up the Crank

The unpromising customer may be a crank—not shy at all, but sharp-tongued and irritating. That sort of chap walked into a chain store one day and made so much trouble that clerks wished him on to one another. He found fault with everything shown him, bought and changed his mind, cast reflections upon the clerks, and was almost studiedly exasperating.

Finally, he got into the hands of a youngster who could not be rattled. Personalities didn't anger him because he took them impersonally. "Personal taste is the main thing in our merchandise," said this clerk, "and I wouldn't want to sell you anything that you didn't like."

The queer customer made a ninety-eight cent purchase and went out, still grumbling.

A couple of days later the clerk got a letter, with a railroad ticket, instructing him to report at the New York headquarters of his chain of stores. His cranky customer met him cordially, shook hands and showed him into the president's office. The cranky customer was one of the Old Man's assistants. A manager was wanted for a new store. This clerk's sales record showed exceptional ability, and the Old Man had heard that he had a fine personality as well. The cranky customer business had been a "frame-up" to test him out, and his courtesy and patience won him an executive job.

There is a good deal more romance in the business world than is suspected. The fairy prince in the shape of a good customer and a good friend is constantly going about in disguise. He may not look like much at first glance, but the fellow who lets people unfold instead of "sizing them up," and is courteous, obliging and decently human to the unpromising stranger, may later have occasion to say, "He didn't look like much the first time I saw him—and yet, somehow, he looked good to me!"

Comparative Averages of Production in Pressrooms of Various Cities

(Number of impressions per running hour)

Departments—	New Orleans	Buffalo	St. Louis	Detroit	Pittsburgh	Milwaukee
10x15 platen	1190	1027	1140	1162	1054	1134
12x18 platen	836	777	899	1088	791	911
10x15 Miller	1445	1474	1374	1555	1336	1372
12x18 Miller	1170	1580	1037	1411	1079	1073
Pony cylinder	1235	1277	1167	1239	1145	1177
Med. cylinder	1104	1020	977	1136	1094	971

British Protest Postal Increases

BRITISH printers are protesting the recently proposed increase in postal rates in that country, claiming such an increase is a menace to British trade and British influence "overseas." The Joint Trade Council, representing 5,000 employing printers and 250,000 journeymen, has filed a protest with the postmaster general, as have the newspaper and periodical publishers of the British Empire.

Newspapers May Join U. T. A.

NEWSPAPERS will be admitted to associate membership in the United Typothetae of America, according to a recent decision of the Executive Council of that organization. Daily and weekly papers may join the local organizations in the cities in which they are located.

Special Pressroom Papers!!!

We are sole agents for the Perfecting Surface Traveling Offset and Duplex Tympan Papers made by Warren Mfg. Co.

Write for Samples and Quotations

The Domestic Mills Paper Company

96 Reade Street, New York

WITH OUR ADVERTISERS

U. T. A. Plans Exhibit

Arrangements have been made by the committee on exhibits for a booth in which to display U. T. A. educational and information matter at the Graphic Arts Exposition, the week of July 23. The booth, whose number will be 224, will be located near the center of the main floor of the Coliseum. At a meeting of the committee last month the following plans were made:

The Department of Education will have on display a set of the Typographic Technical Series for Apprentices and Educational Courses. The Department of Industrial Relations will exhibit charts, showing rises and falls in wages and the cost of living, and other material which is used in wage negotiations. The Department of Research will show and demonstrate the uses of the Typothetae Standard Guide and will exhibit composite statements and charts showing the trend of production in the printing industry for the entire continent. The Department of Advertising will be represented by sample booklets, house organs, broadsides and other standard and special advertising services which are available to members. A survey chart embracing all local organizations and also tabulations of results from several surveys which show the value of organization will be furnished by the Department of Field Operations. The Department of Specialized Branches will be there with a list of organizations which the department represents, and literature demonstrating the value of the Group Plan, both in national and local work.

A register will be maintained of all members of the Typothetae who visit the booth, and a stenographer from international headquarters will be on hand to serve members of the Typothetae who wish to dictate letters.

Furlong Goes With Hill-Curtis Co.

The Hill-Curtis Co. of Kalamazoo, Mich., announces the appointment of E. T. Furlong as special representative in charge of the sales of its Trimosaw which was recently placed on the market.

E. T. FURLONG

Mr. Furlong, who is very well known throughout the central states because of his association with the Miller Saw Trimmer Co., and as a former member of the Chicago firm of Furlong & Hultman, saw trimmer machinists, will have as his task that of building a complete sales organization for the Curtis-Hill Trimosaw. He is making his headquarters in Kalamazoo. Mr. Furlong is considered an authority on saw trimmers, and with his sales and mechanical experience in the printing machinery line, is in a position to aid materially in increasing the efficiency of composing rooms throughout the country.

The Hill-Curtis Co. will have an exhibit of its Trimosaw in booth 26 at the Chicago Graphic Arts Exposition July 23 to 30. Mr. Furlong will be in charge.

The company is looking for several high grade representatives in various sections of the country. Those interested can communicate with Mr. Furlong by letter or meet him at the Chicago exposition.

Challenge Plans Exhibit

The Challenge Machinery Co., of Grand Haven, Mich., is planning an extensive exhibit for the Chicago Graphic Arts Exposition the last week of this month. The company will show the Lee two-revolution press and a 34-inch Diamond power paper cutter, both running under power and producing actual work. The concern will also show an Advance lever cutter, Hoerner type-high machine, Challenge galleys and galley cabinets, Challenge plate mounting equipment and a complete line of other "Challenge Creations."

Frank E. Novy, Chicago manager for the Challenge company; J. Edgar Lee, president and general manager; B. S. Hanson, assistant manager; O. T. Gylleck, of the erecting and service department and A. W. Michener, advertising manager, will have charge of the exhibit.

U. T. A. Has New Service

Based on the experience in preparing standard advertising services for printers over the past two years, the Department of Advertising of the United Typothetae of America announces the preparation of five wholly new monthly advertising services, ready for distribution so subscribers can issue their first mailing piece in July.

FRANK C. DRAKE COMPANY
PRINTING AND LITHO. INKS
1445 LARRABEE STREET
PHONE DIVERSEY 6083

MARINE BOND
(WATERMARKED)
has nobly stood the test of all users of good bond papers where excellence of quality is required in an attractively priced paper—a paper that satisfactorily meets the requirements of the more extensive users of good bond papers at a medium price.
Carried in stock, white and six colors, all sizes and weights. Colors stocked in No. 16 and No. 20 substance, 22x34, 24x38 and 28x34.
SWIGART PAPER CO., 653-707 S. WELLS STREET
PHONE HARRISON 1155

Instructive Linotype Exhibit for Exposition

At the Graphic Arts Exposition to be held at the Coliseum, Chicago, July 23 to 30, the Mergenthaler Linotype Company will feature three different models of Linotypes and a comprehensive showing of Linotype Typography.

Four sections of space, or more than 700 square feet of display room, at the intersection of two main aisles in the exposition building have been reserved by the makers of the Linotype.

The three machines to be shown are a Model 14, a Model 22 and a Model 24. The Model 14 is a three-magazine machine with auxiliary attachment. The Model 22, which is a quick-change single-magazine machine with auxiliary attachment, has a range of from 5 point to full 36-point. And the Model 24, which is substantially a Model 9 four-magazine Linotype with the addition of a display unit carrying four unusually wide auxiliary magazines, enables the operator to compose, without leaving his seat at the machine, many combinations of type faces in sizes from 5-point to extended 36-point, caps, lower-case and points. Matrices from all magazines can be mixed at will, and magazine changes can be made even while matrices are being distributed.

A showing of representative specimens of book and job work composed entirely on the Linotype will afford visitors the opportunity of becoming even better acquainted with the system of Linotype Typography which has been developed and perfected after years of painstaking research and experimentation for the purpose of raising and maintaining typographic standards.

Walter C. Bleloch, manager of the Chicago Agency of the company, and his staff will be present to greet the friends of the Linotype, as will be also a number of representatives from the main offices of the company and from its other agencies.

Unique Exhibit at Exposition

The F. Wesel Manufacturing Co., of Brooklyn and Chicago, will have a complete photo-engraving plant in operation at the Chicago Graphic Arts Exposition, July 23 to 30. The plant will contain everything from the Wesel camera to the Wesel finishing machinery and tools, all of which will be open to the inspection of visiting printers. The equipment will demonstrate the most modern methods in each of the various photo-engraving processes. It is planned to operate the plant for the purpose of removing much of the mystery which exists concerning the photo-engraving industry and at the same time demonstrate the merits of Wesel products. All machinery will be installed under the supervision of Wesel engineers, and the actual operation of the exhibit will be by the Peerless Engraving and Colortype Co. Other Wesel products to be exhibited include the Wesel Final Base and the Wesel Electric Proof Press. The completeness of the Wesel exhibit but emphasizes the thoroughness with which each manufacturer is planning to demonstrate his wares, all of which will result in making the Chicago exposition the greatest ever held.

To Manufacture Trucks

The Hamilton Manufacturing Co., of Two Rivers, Wis., has completed a deal whereby it will manufacture the Mashek form truck, a patented table used in conveying forms from one part of the plant to another. Heretofore, the truck has been produced in Chicago by Joseph and Albert Mashek, the inventors.

Mathews Typesetting Co. Gets Commendation

D. W. Mathews of the Mathews Typesetting Co., 626 Federal street, Chicago, and president of the Chicago Trade Composition Association, has received a letter from one of his customers which he prizes very highly.

It reads as follows:

Dear Mr. Mathews—

I should be remiss if I did not express to you the satisfaction which we have felt at the splendid appearance of the Maintenance of Way Cyclopedia. The appearance of this book has attracted unusually favorable comment from all of those who have seen it inside our organization and out. Your work in the handling of this book has been very satisfactory, and it is a pleasure for us to write you to this effect.

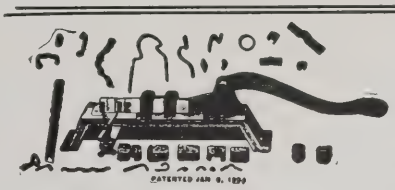
SIMMONS-BOARDMAN PUBLISHING CO.
(Signed) L. B. Sherman, Vice-President.

An advertisement of the Osterlind Printing Press & Mfg. Co. appeared in the June BEN FRANKLIN MONTHLY without the statement that the company will be an exhibitor at the Chicago Graphic Arts Exposition. This was an error on the part of the publishers.

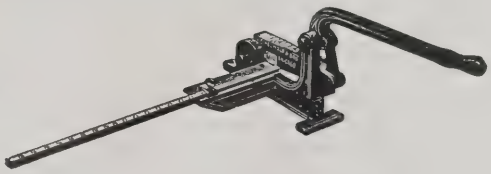
C. & G. Trimmiter to Be Shown at Exhibit

The C. & G. Manufacturing Co., maker and designer of the C. & G. Trimmiter, has opened Chicago offices at 538 South Dearborn street. It is planned to make Chicago the headquarters of the concern, where S. G. Greenfield, secretary-treasurer of the company, will direct the sales. The company is planning an elaborate exhibition at the Chicago Graphic Arts Exposition, and will have several of its Trimmiters in actual operation.

The company manufactures three styles of machines, known as the "ad-Alley" model, No. 1 model and No. 2 model. All three models saw, trim and miter and embody a number of safety features which make them accident-proof. The principle upon which the C. & G. Trimmiter works is that of placing the work in front of the gauge, permitting of extremely fine cutting. Another feature is that the safety hood must be in position before waste material can be ejected. All machines are equipped with miter attachments, miter gauges and motors of any standard voltage. The machines are made standard height and are compact and easily accessible.



Eureka Steel Rule Bender



Hercules Steel Rule Cutter

Steel Cutting, Creasing, Wave and Perforating Rules

CUTTING RULE

2 Pt. Center Face
2 " Side "
3 " Center "
3 " Side "
4 " Center "
4 " Side "
6 " Center "
6 " Side "

Tempers: Soft, very soft, hard

CREASING RULE

2 Pt. Round Face
3 " " "
4 " " "
6 " " "
8 " " "
10 " " "
12 " " "

This Rule can be had in Round or Flat Face

WAVE RULE (*Soft Only*)

2 Pt. Fine — 2 Pt. Medium — 2 Pt. Coarse — 2 Pt. Long Wave

All above 25 cents per foot

PERFORATING RULES

6 Tooth — 12 Tooth — 8 Tooth — 18 Tooth

PRICES

Soft	Hard	Bright and Hard
2 Pt. at 20	25	30
3 Pt. at 25	30	35

STEEL CROSS CUT PERFORATING RULE

2 Point at 65c per foot. *Furnished in 4 ft. fonts cut L. S. at $2.85 per font*

STANDARD HEIGHT

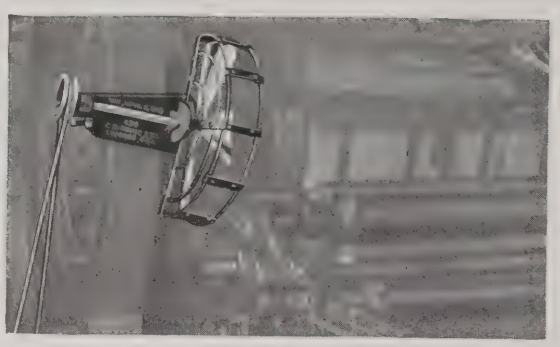
Cutting Rule 15-16 in. — Creasing Rule Type High

Telephone Lincoln 1774

J. F. Helmold & Brother

1462 Custer Street

CHICAGO



Firm Rollers at 90° in the Shade

ROUSE ROLLER FANS will keep your rollers in perfect condition in the hottest weather. Poor presswork and dissatisfied customers due to soft mushy rollers will be avoided.

THE ROUSE ROLLER FAN is located so as to shoot a stream of cool air down and under as well as over the rollers. It is far more efficient than an electric fan, which merely blows the air over the rollers. The Rouse Roller Fan is driven by a small round belt from a split sheave which requires one inch space on the pulley shaft. Any one can attach it in a few minutes. The press supplies the power.

Rouse Roller Fans

on your Miehle Presses are a paying investment, not an expense. They cost nothing to operate and the original cost is soon paid for in normal production and reduced roller bills.

PRICES

No. 1, for No. 4 to No. 1 Miehle Presses	$25.00
No. 2, for No. 00 to No. 00000 Special Miehle Presses	25.00
No. 3, for No. 00 to No. 7-0 Miehle Presses, with automatic feed	32.00
No. 4, for Miehle Two-Color Presses, with or without automatic feed, 2 FANS	60.00

Sold on the Rouse guarantee of satisfaction or your money back.

H. B. Rouse & Company
2214 Ward Street, Chicago

The Spirit of '76

THE indomitable spirit of '76 made possible a victory that surprised the world. The same spirit has made possible a nation that leads the world.

Today, as in '76, in business life, as in national affairs, it is not size alone that counts.

Spirit and determination are the factors that decide destinies

Crescent is determined to render a service to printers in Designing, Engraving and Electrotyping that will be equal to every requirement, however exacting.

And Crescent is doing it.

You will like Crescent for its prompt service, its helpful co-operation, its dependable quality of product and its fair dealing.

We would be glad to counsel with you on your art and plate and advertising copy needs.

CRESCENT ENGRAVING CO.
KALAMAZOO, MICH.

A TO Z

JUDGE M. MINER

TYPESETTERS
(NOT INC.)

Linotype—Ludlow
All-Slug Display Composition

Makeup
Experienced Workmen

Lino-Tabler
Ruled Blanks & Figure Forms

Telephone Franklin 2992
117 No. Wells St., Chicago

W.P. Co.

High Grade
Coated Book
and
Coated
Lithograph
Paper

WATERVLIET PAPER CO.
MANUFACTURERS
COATED AND BOOK PAPERS
WATERVLIET.— MICHIGAN.

Our Papers Are Sold by Paper Merchants Everywhere

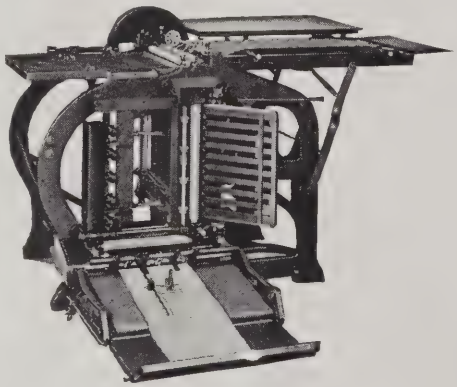
An answer to the demand for distinction

How and where can I get something different? That is the eternal question among advertising men. If you can answer "Here!", you need not seek a market for your product. It will ever be at your door seeking you.

It is you printers who make advertising beautiful and effective, or hideous and inefficient. And, in your use of this very power lies your success or failure.

Now, most of you have at your command Cleveland Folding Machine equipment. It is the answer to the demand for distinction. It can be used to give beauty, attractiveness, and distinction to otherwise very ordinary printed matter. It often can make a poor piece of advertising good. It always can make a good piece of advertising better. Its unequalled services can be utilized by you and your customer at no extra cost, in fact, most frequently it will reduce costs.

But it's up to you to "cash in" on your Cleveland Folder. If you don't know just how to go at it, maybe a few samples of distinctive Cleveland Folds will give you an idea. You can get them from us, free; also any advice on the subject of folding that you may desire.



THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICE AND FACTORY: CLEVELAND

NEW YORK: Aeolian Building CHICAGO: 532 Clark St.
BOSTON: 101 Milk St. PHILADELPHIA: The Bourse
SAN FRANCISCO: 824 Balfour Building

Help the Buyer Find Your Plant

Continued from page 29

cabinets, and other articles of office furniture. As much natural light and fresh air as possible should be admitted. Unsightly accumulations of newspapers and magazines should be banned. Some chairs and a settee or two should be provided for the use of patrons. Appropriate pictures, and displays of specimens should be used to relieve the monotony of uninterrupted wall space and to add to the atmosphere of attractiveness which it is desired to produce. If the item of expense will permit, the floor of the office should be covered with linoleum of plain design and of a color in keeping with the color scheme of the rest of the room. And the whole place should be kept as free from dust and dirt as possible.

Moreover, the front office of the modern printery should be kept in complementing agreement with the various seasons of the year. In the winter the office should be kept warm enough to provide an extra inducement for potential buyers to enter, and in the summer, cool enough to bring about the same result. In short, the front office of the modern printery should be made as attractive physically as it possibly can be made; should be made "the best loafing place in town" with no loafing allowed.

And even after all these things have been observed, a sort of "straightening-up" schedule should be put into effect—a schedule to provide for a weekly or, at most, monthly going over of the front office and removing of unnecessary objects which have accumulated from day to day. For it is the constantly increasing accumulation of things in the front office of the average printing plant that keeps the office from being as attractive as it could be and should be.

And, finally, some attention should be given to the main entrance of the modern printing plant. That main entrance should be of a size that will permit of people entering the office quite freely if they so desire. Even the matter of making the doors themselves easy to open should be given attention. Sometimes a few drops of oil in the proper places will make the opening of a door much easier than the opening of it was before, and will make for a psychological effect on the opener that will work to the advantage of the printery whose door is opened. (Nearly every human prejudice has its origin in something which, in itself, is quite insignificant.) And to make it still easier for potential buyers of printing to enter, during business hours the one or more doors of the main entrance should be kept, whenever weather conditions permit, *wide open.*

Engdahl Bindery

Edition Book Binders

412-420 Orleans Street, CHICAGO

Just Across the New Franklin-Orleans Bridge

Telephone Main 4928

"Books Bound by Us Are Bound to Satisfy"

Hours Costs Increase in 1920

By ROBERT O. BALLOU,
Editor *Typothetae Bulletin*

AN item of general expense amounting to $45,455,953.32, a marked increase over 1919 hour costs, and a decrease in the percentage of productive time in many departments of the printing industry in the United States and Canada are the outstanding features of the composite statement of department costs for the year 1920, which was mailed last week to members of the United Typothetae of America by the U. T. A. Department of Research.

The size of the 1920 statement stands out in marked comparison to the statements for 1919 and 1918, which listed general expense items of $30,000,000 and $19,000,000, respectively. A part of this increase is caused by rising hour costs in all departments, but there is a larger significance in the fact that during each of the last three years there has been an increase of 50 per cent over the year before in the general expenses listed.

A feature which should receive the attention of every printer in the country is the increase in hour costs in all departments. This increase in costs is reflected in four compilations of hour-cost data and listed on lines 27, 28, 29 and 30 of the statement, opposite the headings, "Payroll Cost Per Chargeable Hour," "Department Cost Per Chargeable Hour," "Department General Expense Cost Per Chargeable Hour," and "Per Cent of Each Department's General Expense to Total Department Cost Without General Expense." In the last item the percentage of general expense has increased in 1920 in twenty-six departments and decreased in fifteen.

In twenty-two of the departments listed a decrease is shown in "Percentage of Productive Time," while an increase is shown in nineteen. This is perhaps the most significant line on the whole sheet. This decrease in the producing time of the printing industry is largely responsible for the increase in hour costs.

Many conditions are responsible for this situation, some of them seemingly beyond the control of the printer. Many of them, however, are directly within his reach and should be given prompt attention. If a lowering of productive hours is due to lack of orders, even though the period is one of dull business, and it seems that a general depression is responsible for the condition, energy should be concentrated on an advertising and selling campaign. The successful business man makes large inroads on his advertising appropriation at a time when orders are "scarcer than hen's teeth."

If the situation is due to a large non-productive element in the shop personnel, careful routing of work, intelligent selection of employes and elimination of those who are simply a load for the payroll to carry, will do much to overcome that difficulty.

Another cause of the rise in hour costs is a natural one growing out of increases in wages. According to data furnished by the U. T. A. Department of Industrial Relations, these amounted in sixteen representative cities during 1920 to an average increase of 20.6 per cent.

The following table shows the average increases from December, 1919, to December, 1920, in each of the four crafts:

	Pct. Inc.
Compositors	21.9
Cylinder pressmen	17.7
Cylinder feeders	19.4
Forwarders and finishers	24.0
Average	20.6

(Note that all decreases have been made during the current year and do not show in this statement.)

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and
Very
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A Trial Will Convince You

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Flexible Tabbing Composition

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CHICAGO

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Translucent Bristols
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Thick China
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Railroads
Offset Blanks

Agents for Valley Paper Company

Knox & Wolcott Paper Company

626 Federal Street Chicago, Illinois

What Do You Get for Your Dues?

Continued from page 30

tional purposes, as outlined by President Martin C. Rotier, of

"Reminding members of the many activities in which this organization is engaged;

"To give the board of directors an opportunity to discuss with members any features of the many services which have been inaugurated, and which in many organizations gradually pass away through neglect, like systems with which there is no mechanical, reminding device connected—just 'book' systems;

"To assemble all the data and get a check on how well each member is functioning, and make changes or improvements wherever possible, instead of merely letting misfit methods and systems drop out because they simply can't stay in."

"We appreciate our responsibility to so conduct the organization," said Mr. Rotier, "that it will produce the greatest amount of good to the industry for the money expended. Our annual budget is $39,000."

But the Typothetae is not going to stop with sending out the questionnaire, and working, possibly, a mail follow-up to get the replies—which would, of course, be perfectly proper in an organization of printers.

Every organization man who is reading this, already knows of the thousand and one ordinary, every-day deficiencies of organized effort (after the first blush of enthusiasm is gone) that are being covered by the Milwaukee plan, as thus far outlined. And he will also feel that the little clincher the Milwaukee Typothetae has put on the proposition should be worth a very great deal. It is this:

The members of the board of directors have been pledged, and will call on every member not later than two or three weeks after the questionnaire has been delivered, and take up with the boss of each establishment every question on the questionnaire!

These directors are: Martin C. Rotier, Meyer-Rotier Printing Co., president of the Typothetae; Charles Gillett, vice-president; W. A. Greene, Greene Printing Co., secretary; Walter G. Penhallow, executive secretary; G. W. Bollow, L. Breithaupt Printing Co.; Charles Buehler, Western Typesetting Co.; Fred Vogt, Federal Printing Co.; F. G. Cramer, Cramer-Krasselt Co.; Rudolph Haessler, superintendent Wetzel Bros. Co.; Charles Dietas, vice-president of Burdick-Allen-Dietas Co.; Edward P. Hoyer, president and treasurer Hoyer Printing Co.; Nic. Meuser and Oscar Loewenbach of B. Loewenbach & Sons Co.

The questionnaire is of great interest to everyone who produces, sells or buys printed matter. Note that it covers the ground, and then some. It even covers the little matter of the printers' annual picnic, and what kind of entertainment is preferred. It begins with the subject of the cost system. The entire spirit of the unique self-examination of the Milwaukee Typothetae is illustrated right there. It is not only asked if the service has been installed and completed, but ascertains if it is being kept up; if it is understood, and if not, in what respect. It is plain that the answers will "cover the ground," from a standpoint of "finishing" association projects.

HAMMERMILL BOND

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SEND for a set of portfolios that will help you sell more printing.

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We Specialize in

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Type that's cast with the same metal ingredients used by type founders is our newest offering.

Our new product is the result of a careful survey of the requirements of local printers—a hard metal, low priced type of standard alignment.

Replace the worn type in your cases at a small cost. Credit given for junked foundry type on all orders.

IT'S GUARANTEED!

Mathews Typesetting Company

Linotype Composition

Telephones: Harrison 4086-2083 626 Federal Street

P. S. It is not hard times a'comin'—but soft times a'goin'.

Big Strike Enters Tenth Week

Continued from page 28

of the "Baltimore plan." Under the Baltimore plan, worked out by the Typothetae of Baltimore, it is proposed to organize the printing industry throughout the country into a national body to be known as the American Guild of the Printing Industry.

The unit of organization will be a local, composed of the printing establishments within a given territory such as a city. The entire country will be divided into districts, each district having a separate organization with complete jurisdiction over all questions pertaining solely to the territory within its bounds.

The public is to be represented in the plan and through holding the balance of power by its membership on the local boards of appeal, will be the deciding factor in the settlement of any disputes which may arise between employer and employe.

Several sub-committees are provided for under the plan, which will handle each question as it arises, but when they are unable to reach an agreement the matter will be referred to the board of appeal, whose decision in each case will be final and binding on both parties.

The plan calls for the open shop.

The printers' unions are recognized in the features of the plan which refer to collective bargaining, classification of workers, group insurance and apprenticeship training.

It is the purpose of the plan to have the public play a large part in the construction and application of the ethics of the printing industry. Its membership on the deciding tribunal for the settlement of strikes and threats of strikes will virtually give it complete control in the management of the industry. Both workers and employers will have the right of appeal to this board at any time if either is dissatisfied with its lot under the operation of the plan. Each is represented on the board by an equal number of representatives, but the public, by holding the third and deciding vote in the settlement of any dispute, will be the deciding factor.

That some such plan is needed is shown by the keen interest with which the public has followed developments. Civic and commercial bodies throughout the country have passed resolutions denouncing the 44-hour week and calling upon employers to resist. The national organization of Purchasing Agents has been particularly active. In Pittsburgh, Pa., the Chamber of Commerce on June 13 passed a resolution expressing "unqualified approval of the action of the Typothetae of Pittsburgh in opposing such an unreasonable demand," pledging the support of that body to the employers. The same resolution also called upon the unions to "withdraw their demand for a 44-hour week, and that they unite their efforts with those of all other industries to reduce rather than to increase the present high cost of living."

Summing up the situation, it would seem that, with the aid of non-union help, a majority of the "struck" plants are operating full time. There have been losses on both sides during the last month but the issue is far from settled. So far the unions seem to be the greater loser, since strike benefits must continue, while employers are operating to a large enough extent to turn out all the work which comes their way. Economic conditions still favor the employer. Demand for printing is still at the ebb and with demand poor the employer can well afford to operate half time and still profit.

A Big Plant

15 LINOTYPES

5,000 Feet Floor Space

Capacity 1,000,000 ems per day

Composition **Makeup**
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Craftsmen Typesetters

LINDEN BROS.

CRAFTSMEN BUILDING
701-703 So. La Salle Street, Chicago

Phone Harrison
6257, 6258, 6259

To Reorganize Chicago Association

Continued from page 47

The report of the credit department for the year, as given by Secretary Tews, is as follows:

Amount collected without suit		$17,635.26
Amount collected with suit		12,771.43
Amount of judgments secured	$6,339.51	
Total amount collected		$30,406.69

The work of the cost or accounting department, as compared with last year is as follows:

Activity	*Last Year*	*This Year*	*Increase*	*Decrease*
Cost System Installations	14	26	12	
Visiting Bookkeeping	17	15		2
Monthly Cost Summary	18	49	31	
Audits	1	2	1	
Income Tax Service	97 hrs.	80 hrs.		17
Miscellaneous Accounting and Cost Service	127 hrs.	605 hrs.	478	
Calls Made	734	1,010	276	
Composite Statements	5	5		
Billing	$5,109.16	$11,218.05	$6,108.89	
Expense of Department	6,161.86	11,776.61	5,614.75	
Excess of Expense	1,052.70	558.56		$494.14
Cost of Maintaining Department per month	87.82	46.54		41.28
Staff	5 men	5 men		
Interlocked Cost Systems		1	1	

Hamm Re-elected President

The election of officers resulted in the returning to office of E. F. Hamm as president, T. E. Donnelley as vice-president and Daniel Boyle as treasurer. The re-election of these men came as the result of the labor situation and the decision of Mr. Donnelley, made at the election last year, not to accept the presidency, which usually falls upon the vice-president.

Interest in the election was stirred by the nomination from the floor of William McDonnell, president of the Calumet Ben Franklin Club, as candidate for president in opposition to Mr. Hamm. After a game fight, Mr. McDonnell was defeated. It is said that this is the first time in the history of the organization that nominations have been made from the floor.

SYSTEMS

The Loft-Dried Rag-Content Paper **BOND** *at the Reasonable Price*

IF YOU use a different bond paper for each job, there will be times when you will want a cheaper sheet than Systems Bond; other times perhaps, but more rarely, when a more expensive paper will be preferred. Each selection, as such, may be a good one. But the principle is bad. You cannot show adequate profits, and in the long run you cannot give your customers maximum satisfaction, where this time-wasting and uncertain method of individual selection for individual jobs is followed. It is far better to *standardize* on one or two papers of dependable quality, value and uniformity that will meet most of your requirements, and which you *know*, without guessing, will enable you to turn out first-class work.

For letterheads and the better class of business forms, we recommend Systems Bond. It is clean, strong, uniform, easy to print. It is moderately priced. And every sheet is *genuinely* loft-dried.

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CHICAGO—Swigart Paper Company
The Paper Mills Company
CINCINNATI—The Chatfield & Woods Company
CLEVELAND—The Union Paper & Twine Company
DES MOINES—Pratt Paper Company
DETROIT—The Union Paper & Twine Company
HARRISBURG—Donaldson Paper Company
KANSAS CITY—Benedict Paper Company
LOS ANGELES—Blake, Moffitt & Towne
LOUISVILLE—The Rowland Company
MANILA, P. I.—J. P. Heilbronn Company
MILWAUKEE—E. A. Bouer Company
MINNEAPOLIS—Minneapolis Paper Company
NASHVILLE—Clement Paper Company
NEWARK—J. E. Linde Paper Company
NEW HAVEN—The A. Storrs & Bement Company
NEW YORK—J. E. Linde Paper Company
Miller & Wright Paper Company
OMAHA—Carpenter Paper Company
PHILADELPHIA—A. Hartung & Company
Riegel & Company, Inc.
PITTSBURGH—General Paper & Cordage Company
PORTLAND, ME.—C. H. Robinson Company
PORTLAND, ORE.—Blake, McFall Company
RICHMOND—Virginia Paper Company
ROCHESTER—Geo. E. Doyle Paper Co.
SALT LAKE CITY—Carpenter Paper Co. of Utah
SAN FRANCISCO—Blake, Moffitt & Towne
SEATTLE—American Paper Company
SPOKANE—Spokane Paper & Stationery Company
SPRINGFIELD, MASS.—The Paper House of N. E.
ST. LOUIS—Beacon Paper Company
ST. PAUL—E. J. Stilwell Paper Company
TACOMA—Tacoma Paper & Stationery Company
WASHINGTON—Virginia Paper Company
R. P. Andrews Paper Company
WINNIPEG, CANADA—The Barkwell Paper Company

EXPORT—A. M. Capen's Sons, Inc., 60 Pearl St., New York; W. C. Powers Company, Ltd., London, England; J. L. N. Smythe Co., Philadelphia
ENVELOPES—United States Envelope Company, Springfield, Mass.

Loft-Dried

MONOTYPE
and LINOTYPE

Smith-McCarthy Typesetting Co

The Service Organization

OUR slogan is "Copy at night—metal next morning." When you make this your auxiliary composing room—when you take us into partnership without any risk or investment on your part—you have at your command an organization of experts second to none, ready to work at your beck and call. When you refer to "my composing room," you may do so with the confident assurance that you have at your command the best equipment, the most competent workmen and the highest grade of service that can be had. Holidays or Sundays the service is yours, if the work at hand will justify the small extra expense. Try us on that next "rush" job or big order, and you will find that this firm of typesetting experts has established a standard of service that gives satisfaction.

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BOOK *and* CATALOG
MAKEUP

Ben Franklin Monthly

Vol. XVIII AUGUST, 1921 No. 11

ADVANCE BOND

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ADVANCE BOND is made by the L. L. Brown Paper Company, who have been making quality papers at Adams, Mass., for about three-quarters of a century.

You know the L. L. Brown Paper Company. You know their reputation; you know their ledgers, linens and bonds. You know that the Brown Company make only quality papers. You know that their watermark "B" is sponsor for invariable quality. And you know that their product—Advance Bond—is a paper you will be proud to recommend to customers who appreciate the better sort of business stationery.

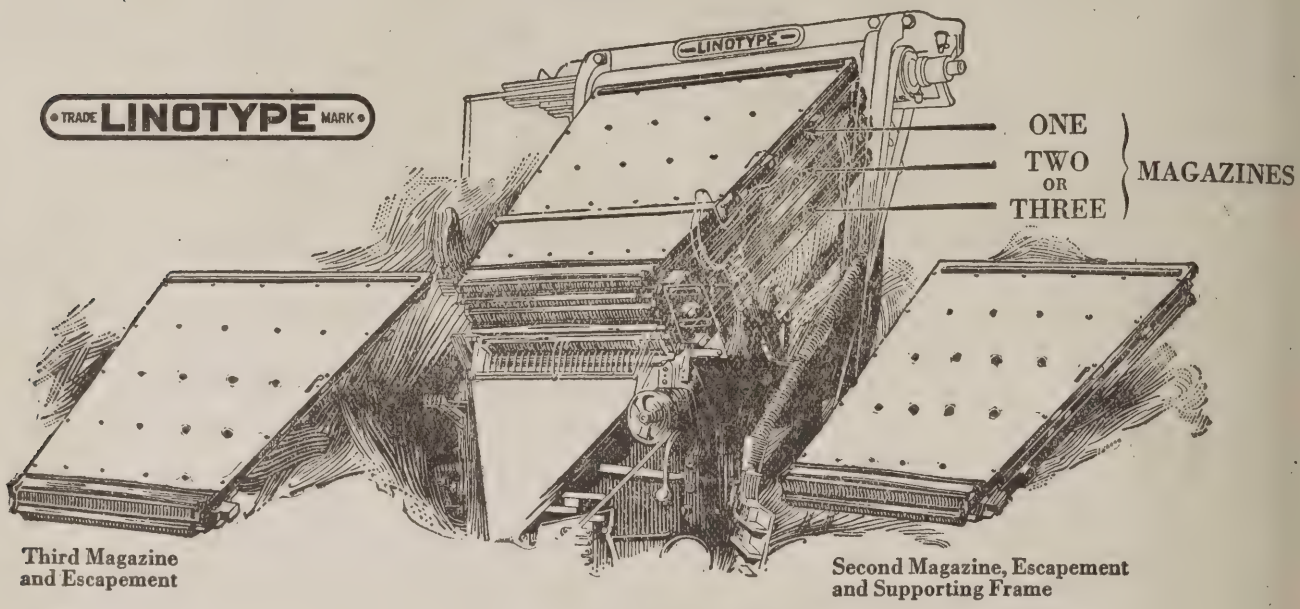
Write us for sample book—and note the color, test the strength and listen to the crackle of this new sheet...It speaks for itself.

L. L. BROWN PAPER CO.
ADAMS, MASS.

NOTE INSERT FOLLOWING PAGE 16 IN THIS ISSUE

This is № 53330 Numbered with American Model 30
Circulation of this issue over 20,000 copies

THE LINOTYPE BUILDS BUSINESS FOR THE SMALL SHOP



The Linotype will make the small shop grow—and then will grow with it. You can buy a Model 8 or a Model 14 as a one-magazine machine and convert it later to a multiple-magazine machine, adding the necessary parts right in your composing-room. Your equipment thus expands with your business.

And with the Linotype every shop is its own type-foundry. It produces just as needed an unlimited supply of new, clean type, already composed and justified in convenient slug form.

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NEW ORLEANS
549 Baronne Street

Canadian Linotype Limited, 68 Temperance Street, Toronto

821.2-A

This advertisement is composed entirely of LINOTYPE *material*

Ben Franklin Monthly

Published for the Employing Printers of the United States and Canada

Vol. XVIII *20c the copy* AUGUST, 1921 *$2.00 the year* No. 11

Howdy, Folks

Two years ago the International Association of Printing House Craftsmen was getting away to a poor start.

But look at it now!

Two years ago BEN FRANKLIN MONTHLY was afflicted with pernicious anemia and a few other things.

How times change!

The International Association is making 'em all sit up and take a lot of notice, and BEN FRANKLIN MONTHLY is doing the best it can to help.

If this is only the second convention of the Association, reserve us a seat for all future ones.

What we started out to say was that BEN FRANKLIN MONTHLY is at your service as always. Drop in at our offices at 440 South Dearborn Street to write your letters—or tell your troubles to us at Booth No. 9.

BEN FRANKLIN MONTHLY

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The Craftsman's Creed

By DR. FRANK CRANE

WRITTEN *for*
MILWAUKEE CLUB *of* PRINTING HOUSE CRAFTSMEN

I BELIEVE in *Work.*

I BELIEVE in doing the kind of *Work* that is of real *Use.*

I BELIEVE that one of the best tests of whether *Work* is *Useful* or not is, that people are willing to pay money for it.

I BELIEVE in *Work* that is of value to people now *Living*, that I am a part of this Generation, that I should serve my Contemporaries and co-operate with them, and that the best assurance that my *Work* will be appreciated by Posterity is that it is of practical worth *Now.*

I BELIEVE that I have a right to expect pay for my labor, my chief concern is to do my *Work* well, as the joy of *Good Work* well done is the highest form of satisfaction.

I BELIEVE that the most dependable kind of *Happiness* is that which is a *By-Product of Work;* that no *Play* is worth while unless it refreshes and restores the power and disposition to *Work:* and that no *Rest* is sweet unless it is earned by *Work.*

I BELIEVE no man can do *Good Work* unless he *Loves* it.

I BELIEVE no man can do *Good Work* unless he submits to *training* and *practice.*

I BELIEVE that *all Work* done in *Love*, and following training and practice, will be *Beautiful.*

I BELIEVE that the perfectly *Useful* is *always Beautiful*, and that whatever is *Beautiful* is *Useful.*

I BELIEVE that no man lives unto himself nor can do his best Work by himself; for he must learn of his Masters, he must co-operate with his *Fellow Craftsmen* and he must produce something that shall be valuable to the people.

I BELIEVE in *no* Class, Party nor Privilege, but that every man should be judged by *his* Work, and that he is entitled to respect and position only by virtue of his *Inner Character* and his *Outward Product.*

I BELIEVE that God is no idle King, seeking the adulation which kings crave, nor indulging in the petty pleasures of a monarch's vanity; but that He is the infinite Worker, expressing Himself in the creation and continuous upkeep of His universe, and finding His joy in the forth-putting of His almighty energy.

I BELIEVE that I imitate Him, and am worthy to be called a Son of God, only as I also, in my small corner, do *my* Work and find joy in it.

I BELIEVE every human being was born to do some kind of good Work, and that in doing it he finds his best excuse for living, and the most intelligent answer to the question, "*Why Was I Born?*"

Copyright, 1921, by Dr. Frank Crane.

Harding Opens Great Exposition

Chicago Crowded With Craftsmen and Master Printers As President of the United States Officially Opens Exposition

By J. N. CLIFFORD

SEATED at his desk in Washington, President Warren G. Harding at noon today (Saturday, July 23) pressed a button connected with the Chicago Coliseum and by that simple act opened the greatest raphic Arts Exposition in the history of the United tates.

Immediately, the Coliseum doors had swung open, rongs of printers—Printing House Craftsmen, executives, buyers of equipment, and master printers from all arts of the United States and Canada, with a sprinkling om foreign countries—crowded the main floor of the oliseum and the Coliseum Annex where the first Graphic rts Exposition given by the Chicago Club of Printing ouse Craftsmen is being held.

While I am writing this just a few hours after that omentous event, in order that the August issue of BEN RANKLIN MONTHLY can be printed by machinery opered during the exposition and in order that this unique sue might reach those who will not visit the exposition, the quickest possible time, I can safely predict that onday will see an even greater number of visitors—a st of expectant buyers, eager-to-learn executives and aster printers in general, but with none of the curious uvenir-hunting mass which usually attends such events for the committees have seen to it that only those who ve business in the Coliseum shall be there.

Resembles Huge Print Shop

The exposition itself—the appearance of the floor is ich like that of a mammoth printing plant into which s been assembled every device for the speedier and re efficient production of printing. If you will imagine h a plant, with presses, feeders, folders, type-setting machines, type-casting machines, gatherers, stitchers, cutters, and stripping machines, all new and all arranged in orderly rows and all operating, and then picture in this plant an actual paper mill, a photo-engraving plant and ink mills also operating, and on every side a plentiful supply of every known device for printing; patent blocks, paper, quoins, in fact everything, and then visualize each of these machines and each of these exhibits divided from the other, with up-to-date office furniture throughout for the use of foremen and superintendents, and overhead a mass of flags, you will in some measure realize what the Chicago Coliseum looks like today. Of course, this is written for those so unfortunate as to have not come to Chicago for the exhibit.

Hard Work Has Been Necessary

And I can tell you now that it would have made you envious, just as it is making plant owners, superintendents and foremen envious at this moment. Yes, it would have made you envious but, as with those thousands who will have seen the show by the time you read this, it would have spurred you on to greater achievements. If it would be impossible for you to buy new equipment it would at least make you polish up old No. 2 press; it would make you rejuvenate your plant to the best of your ability; but, above all, it would have increased your pride in your calling and make you realize that your trade and mine is a craft of which none need be ashamed.

This exhibit has not been made possible without strenuous effort. Last Monday—just five days ago—this convention hall which has seen the nomination and election of numerous chief executives and among them our own

Continued on page 57

Chicago Coliseum---Scene of Graphic Arts Exposition

Copyright by Underwood & Underwood, Chicago

William R. Goodheart, president of the Chicago Club of Printing House Craftsmen and second vice-president of the International Club. Mr. Goodheart has been prime mover in the Chicago Graphic Arts Exposition.

Craftsmen's Convention Opens

Big Men in Industry on Program as Speakers. Chicago Crowded with Delegates from Entire Country

By C. J. NUTTALL
Managing Editor Ben Franklin Monthly

CONVENTION HEADQUARTERS, Coliseum, Chicago, July 25.—With an outpouring of members which represented both quantity and quality, the second annual convention of the nternation Association of Printing House Craftsmen)pened at 10 o'clock this morning with an address of wel-:ome delivered, fittingly enough, by Chicago's mayor, he Hon. William Hale Thompson. Mayor Thompson velcomed the craftsmen to the Windy City in cordial erms, and assured them of the desire of the administra-ion to make their stay so pleasant that they will return ıext year and many future years.

Business sessions will convene at 10 o'clock daily dur-ng the meeting and adjourn at 12:30.

Interest, of course, centers in the election of officers o be held Wednesday morning. Sentiment recently has been much in favor of William R. Goodheart, of Chicago, ind unless a dark horse comes to the front in the last ew hours of the meeting, Mr. Goodheart seems likely to vin by an overwhelming majority.

The program for the convention follows:

MONDAY, JULY 25, 1921

10 a. m.—Convention called to order by William R. Goodheart, president Chicago Club of Printing House Craftsmen; addresses of welcome by Hon. William Hale Thompson, mayor, and Hon. James T. Igoe, city clerk ity of Chicago; response by John J. Deviny, treasurer nternational Association.

10:40 a. m.—Opening of convention by Perry R. Long, president International Association.

10:45 a. m.—Report of credential committee; roll call f delegates; formal appointment of committees.

11 a. m.—"The Printing Press and Photography—A Wedding Anniversary," by Stephen H. Horgan, dean f Photo Engravers, New York City.

11:30 a. m.—"Tolerance," by John Eynon, president United Typothetae of America, Washington, D. C.

12 a. m.—Report of emblem committee, by Camille DeVez, New York City.

12:30 p. m.—Report of educational committee, by Jacob Levin, Boston, Mass.; resolutions, amendments, reports, etc., will be referred to committees at close of the first session.

TUESDAY, JULY 26

10 a. m.—Roll call of delegates. "Report of the National Committee on the Standardization of Process Colors," by Arthur S. Allen, chairman of the American Institute of Graphic Arts.

10:15 a. m.—Report of finance committee.

10:30 a. m.—Report of committee on officers' reports.

10:45 a. m.—"The Relation of the Bureau of Standards to the Printing Industry," by Dr. William Blumm of the Bureau of Standards, Washington, D. C.

11 a. m.—"Influence and Effect of Automatic Equipment in Printing Industry," by Fred W. Gage, Battle Creek, Mich.

11:30 a. m.—"Modern Plant Arrangement," by C. W. Kellogg, American Type Founders Company, Jersey City, N. J.

12 a. m.—"Printing Ink," by John Bowers, Charles Eneu Johnson Company, Philadelphia, Pa.

12:30 p. m.—Report of constitution and by-laws committee.

WEDNESDAY, JULY 27

10 a. m.—Roll call of delegates; report of apprenticeship committee, by John Morrison, New York City.

10:15 a. m.—"Trade Composition—Its Development and Future Possibilities," by Frank Sherman, secretary of the International Trade Composition Association, Chicago, Ill.

10:45 a. m.—"The Craftsmen's Clubs Movement as the Employer Sees It," by J. Horace McFarland, Harrisburg, Pa.

11:15 a. m.—"Offset Printing," by Warren C. Brown, editor National Lithographer, New York City.

11:45 a. m.—"Standarization of Paper, etc.," by Jos. A. Borden, of The American Writing Paper Company.

12:15 p.m.—"Training in Craftsmanship," by John Clyde Oswald.

12:45 p.m.—Election and installation of officers.

Chicago Exposition Leaders

AXEL J. JENSEN

W. FRED BARNARD

TOM BATEMAN

FRANK SHANK

President Harding accepts invitation to open
Graphic Arts Exposition in Chicago, July 23 to 30, 1921

Exhibits Show Trade Growth

Progress in Industry Proved by Modern Equipment and Machinery Shown at the Chicago Exposition. Greatest Show Ever Held in U. S. Our Belief

By S. A. JACKSON

FROM the myriad machines and the multitude of devices shown at the Chicago Graphic Arts Exposition in the Coliseum, July 23 to 30, all having as their purpose the more efficient production of printing, it is an easy matter to trace the growth in the importance of the printing art.

The show itself formed a school of instruction through which every apprentice and journeyman should be compelled to pass. And starting at one end of the Coliseum, traversing the thousands of feet of passageway between the exhibits, it is certain that at the other end of the hall each and every apprentice and journeyman would not only have learned a thousand things they did not know before but they would at the same time have received a different conception of their industry.

And the same applies to the executive and plant owner.

First, an understanding of paper is an invaluable aid to any person connected with the Graphic Arts. The paper making machine in operation at the exhibit of the American Writing Paper Company gave this understanding. It showed how paper is made. An explanation of inks at the booth of the National Association of Ink Makers did the same with regard to ink. A different conception of inks and their uses naturally followed. A complete photo-engraving plant, run by the Peerless Engraving Company and the F. Wesel Mfg. Company, explained another mysterious process.

And the same can be said for the exhibit of the Chicago Association of Employing Electrotypers.

Among the machines, the unusual included the Production Meter which has as its purpose the registering of each press operation in the main office, so that the executive can tell at a glance what each machine is doing. It can likewise be used to show the operation of practically any machine; the curved plate equipment of the Menasha Machinery Mfg. Company which produces curved plates ready for the press without makeready; the Hacker Plate Gauge and Rectifier, having as its purpose the reduction of makeready; a Miehle press equipped with a Miller Automatic Feeder; the Bunn tying machine; United Printing Machinery Company's bronzing machine and, in fact, everything new under the sun. Each of these machines and the hundreds of others shown were in operation four hours of each day, proving their ability to do those things clamied for them by their manufacturers.

Other exhibits included:

American Assembling Mach. Co.; American Mulitgraph Sales Co.; American Printer; American Type Founders Co., and its subsidiaries; Anderson, C. F., & Co.; A. O. K. Equipment Co.; Barrett-Cravens Co.; Ben Franklin Pub. Co.; Blatchford, E. W.; Brackett Stripping Mach. Co.; Burton's, A. G., Son; Butler Paper Corp; Chicago Metal Mfg. Co.; Chicago Paper Co.; Chicago Roller Co.; Christensen Machine Co.; Cleveland Folding Mach. Co.; Cline Electric Mfg. Co.; Collins, A. M., Mfg. Co.; Collins, Chas. H.; Cowan Truck Co.; Crocker-McElwain Co.; Dexter Folder Co.; Fortified Mfg. Co.; Friel and Friel; Fuller, E. C., Co.; Gardiner Metal Co.; Gowdy Mfg. Co.; Hall, A. W., & Co.; Harris Automatic Press Co.; Haskins, R. G., Co.; Henschel, C. B., Mfg. Co.; Hill-Curtis Co.; Ideal Roller Co.; Ideal Stitcher & Mfg. Co.; Indiana Chemical & Mfg. Co.; Inland Printer Co.; International Paper Box Machine Co.; Intertype Corp.; Johnson Auto Roller Rack Co.; Laclede Mfg. Co.; Lanston Monotype Mach. Co.; Latham Machinery Co.; Latham Auto Reg. Co.; Lewis, A. F., & Co.; Lindbladh Corp.; Linograph Co.; Ludlow Typograph Co.; McCain Bros.; Manz Engraving Co.; Maxwell, F. A., Co.; Mergenthaler Linotype Co.; Meyer, E. W., Co.; Miehle Printing Press & Mfg. Co.; Miller Saw-Trimmer Co.; Molloy Co., The David J.; Morrill, Geo. H., Co.; Morrison, J. L., Co.; Multicolor Sales Co.; National Bundle Tyer Co.; National Lithographer Pub. Co.; Nelson, C. R. & W. T., Inc.; Osterlind Printing Press & Mfg. Co.; Partridge & Anderson Co.; Peerless Eng. & Colortype Co.; Pitt, J. W., Inc.; Potdevin Machine Co.; Premier Register Table Co.; Premier & Potter Ptg. Press Co.; Printers' Supply Co.; Printing Machinery Co.; Quality Electrotype Co.; Rapid Electrotype Co.; Rosback, F. P., Co.; Rouse, H. B., & Co.; Royal Electrotype Co.; Seybold Machine Co.; Shattuck & Bickford; Sheridan, T. W. & C. B., Co.; Sieber Products Mfg. Co.; Simonds, A. A., & Son Co.; Simonds Mfg. Co.; Smyth, Jos. E.; Speedaumatic Co.; Star Kee Process Co.; Steubing Truck Co.; Swart, Geo. R., & Co.; Sylvester, Wm. H.; Taylor Registering Projector Co.; Thaler Keyboard Co.; Thomson, John, Press & Mfg. Co.; Thompson Type Machine Co.; Turner, "Gene;" Typodex Company; Vandercook Press; Verplex Art Co.; Walden, Sons & Mott, Inc.; Warren Paper Co.; Weeks Photo-Engraving Co.; Wesel, F., Mfg. Co.; Wood, Nathan & Virkus.

If one could picture such a show held fifty or thirty or even ten years ago—how many of these exhibits could be found? The reason? The printing industry has grown. The demands made upon it have increased tremendously. It must produce more work and better work in shorter time than ever before. And that it is doing it is proved by the Chicago Graphic Arts Exposition—the greatest printing equipment exposition ever held on this continent.

Men Prominent in Craftsmen's Movement.

CARL E. ROTH
Chicago

J. L. NAVE
President Pittsburgh Club

ANTON V. WALKER
President Newark Club

G. W. TOREN
President Cincinnati Club

Officers of the International Club of Printing House Craftsmen
1920-1921

PERRY R. LONG, President

JOHN KYLE, First Vice-President

L. M. AUGUSTINE, Secretary

JOHN J. DEVINY, Treasurer

Craftsmen History Interesting

Study of International Association of Printing House Craftsmen Brings to Light Most Interesting Data.

By J. N. CLIFFORD

WHILE the convention which opened at the Coliseum in Chicago on July 25 was but the second of the International Association of Printing House Craftsmen, it should by no means be assumed that the units which comprise the major organization are in their infancy. The urge for local associations of this kind was felt years ago, and this need was filled by the formation of groups in various cities. These local clubs did some splendid pioneering before they were welded into one major body, to function as a whole, under the name of the International Association of Printing House Craftsmen.

The year 1921, for example, is the tenth of activity for the Chicago Club of Printing House Craftsmen. The Chicago organization was formed on the evening of June 21, 1911. The founders planned better than they knew, for the Chicago Club immediately sprang into prominence. Its work was watched with keen interest by printers throughout the Middle West, with the result that other clubs were formed, patterned after that of Chicago.

The Chicago organization continued to do constructive work until the formation of the major organization, and its later decision to hold the 1921 convention in Chicago. The Windy City organization naturally fell heir to arrangements for the meeting and the exposition at the Coliseum was part of the fruit of its planning. The completeness of this show speaks for itself.

It should not be assumed, however, that Chicago is entitled to all of the credit for the development of the International Association. New York is really the daddy of the parent body, for two years before the Chicago Club came into existence, craftsmen of Gotham exercised the initiative for which they are famous and formed the New York Club of Printing House Craftsmen. This club wielded a powerful influence on the Atlantic Coast. Other clubs were created in both East and West, until the need for some co-ordinating influence was felt and a meeting called for the New Bingham Hotel in Philadelphia, September 13 and 14, 1919.

The delegates who attended that meeting represented practically every craftsmen's club then in existence and they did well in selecting officers who would sacrifice their personal interests for those of the whole. Perry R. Long, of the Philadelphia Club, was made president; John Kyle, of New York, first vice-president; William R. Goodheart, Chicago, second vice-president; John J. Deviny, Washington, treasurer, and L. M. Augustine, Baltimore, secretary.

All of these officers were re-elected at the first (official) annual convention at Washington, August 21-23, 1920. These officers must be given much of the credit for the steady growth of the International. They have shown wisdom and energy. What they have created will live forever.

Harding Opens Great Convention

Continued from page 51

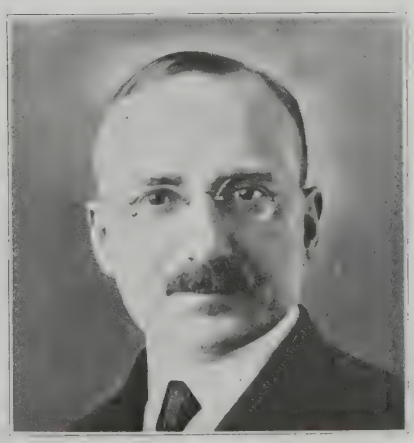
printer-president, Mr. Harding—just five days ago this hall was barren. Tuesday it took on a little life, but a strike threatened to hold up the entire show. The strike did delay matters but only for a few hours. The same resourceful keenness which has characterized the men who have assumed the tremendous responsibility of making this Graphic Arts Exposition a success—I say that same resourcefulness and keenness soon brought order out of chaos and the following day saw machinery in process of erection. Today the whir of machinery and the sights which greet my eyes make me feel that some ingenii with a magic lamp has wrought these miracles about me. Can it be possible that less than a hundred hours ago there was none of this industry? And can it be possible that one brief week and all of this will pass away? But no ingenii other than that unmistakable energy which has ever characterized the printing industry is responsible for all this. The Graphic Arts score again!

L'envoi

Again comes the whir of machinery but it is softened this time. A vapor seems to arise from the floor, overshadowing the late afternoon sun which peers through the shadowy windows of the exposition hall. That vapor? It is the spirit of Benjamin Franklin who smilingly gives the approval of a master craftsman as he o'erlooks what his followers have accomplished.

Men Who Lead the Local Clubs

C. B. WADDELL
President Grand Rapids Club



HARRY M. BLAETZ
President Philadelphia Club

JOHN E. H. RINE
President Baltimore Club

Strike Continues to Linger

New Developments Show Employers are Showly Winning Fight Against the Shorter Week. Cleveland Wins Notable Victory

By J. N. CLIFFORD

AND still the 44-hour strike continues! It continues but each day finds it more feeble, as both sides continue to make concessions. So far, it must be admitted, most of these concessions have been made by the employes, for numerous reports during July indicate a desire for a resumption of friendly relations with the employer.

It is true that the International Typographical Union, as always, is the most strongly entrenched and consequently few compositors have returned to work on the old 48-hour basis—to the knowledge of their union. Frequent reports of union men on strike in one town applying for work in another town in Open shops come to BEN FRANKLIN MONTHLY. This is undoubtedly the case, for strike benefits will not support a family, and after three months of unemployment many larders must be nearing depletion.

The breaks have come, in the main, from pressmen, feeders and binders. The strike of these men in Philadelphia was called off during the month. The same thing occurred in Cleveland, Montreal and several other cities.

Meanwhile, interest centers on those cities whose fight has been the most recent, such as Milwaukee, Winnipeg and Montreal, where strikes were called July 2. Even from these cities come reports of full working forces and 100 per cent production.

The situation in Denver is good. Charles M. Welch, president of the Welch-Haffner Company of that city, in a recent letter to this journal, said:

"Not counting several trade shops, the twenty-four printing concerns who declared for the open shop in their printing and binding departments on May 2 are making satisfactory progress toward manning their shops one hundred per cent. Several have already reached that figure in matter of number of employes. Fortunately, there is a somewhat curtailed demand for heavy printing, so the shops that are not fully manned are able to supply their customers now without much delay. The bookbinders and pressmen have practically abandoned the strike. A committee of the pressmen's union recently visited the leading shops, inquiring whether all their people would be taken back to former places of employment if the strike were declared off immediately. They were told no recognition of the unions would take place under any circumstances, neither would any of the present employes be dismissed merely to make room for members of the unions. The strike has not been called off by either the pressmen or the binders, but the reason for not calling it off is undoubtedly the fact that very few jobs could be filled with people now on strike if the strikes should be abandoned."

The fight in Canada has been no less severe than in the United States. So far, 267 former Closed shops in that country have declared for the Open shop.

One commendable feature about the 44-hour week dispute has been the quietness with which it has been conducted. Several cities have reported picketing, which was to be expected, and several have reported actual violence. As a whole, the strike has been peaceable and in that respect differs greatly from previous disputes.

Looking at the situation with the entire country in mind, one cannot help seeing that the battle so far has been with the employers. Those same conditions which have favored the employer throughout the past three months still exist, and with demand at the ebb it has been possible to produce all the printing that is contracted for, even with undermanned plants.

Several legal frays have evolved, the most important of which is the suit brought by the Cuneo-Henneberry Company, of Chicago, against the president and organizer of the Printing Pressmen's Union of that city. The suit is for $50,000. A similar suit for $25,000 has been filed against labor leaders in Duluth. Injunctions obtained so far have usually favored the employer.

The general opinion is that the strike will gradually die out; that there will be no general order calling the strike at an end and that such an order even now would find a number of the union adherents working in Open and Nonunion plants.

Some More Presidents - - - - - -

CHARLES BIBEAU
President Albany Club

J. F. KEARY
President Cleveland Club

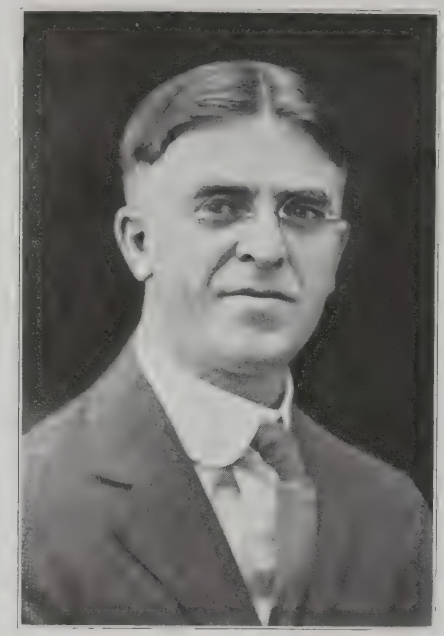
J. C. WINTERHALT
President Scranton Club

The Approval of a Master

Drawn for Ben Franklin Monthly by McGuire.

Officials of the Chicago Club of Printing House Craftsmen

W. C. SCHMIDT, Second Vice-President



CHRISTEN OLSEN, Treasurer

FRANK DERMODY, First Vice-President

HARRIE A. SACKETT, Secretary

E. J. McCARTHY, Chairman Publicity

A. D. ROBRAHN, Chairman Organization

A. F. LEWIS, Sergeant-at-Arms

GEORGE E. CRAIN, Chairman Finance

C. P. EVANS, Chairman Exhibits

Some Mistakes The Printer Makes

Man Who Comes Often in Contact With Printer Points Out Some Faults. These Are Repeated Below So That They Can Be Remedied

By AN EDITOR

I AM an alleged editor. The owner of the publishing company for which I work pays me a pretty fair salary to dope out something to fill the space between the ads. I also have charge of the advertising department as far as relations with the printer are concerned. Like the average buyer of printing, I get peeved at the printing house in charge of the work frequently, and I have no doubt that the printer gets equally agitated over some of my requests. These few lines are written with a full realization that I have a great deal to learn about the printing business, but with the hope that the printer will learn something of my troubles, too, while I am learning about his and how to minimize or eliminate them.

Is Constant Supervision Necessary?

Until recently, the printer sent me three proofs of advertisements. This was the exact number wanted, except in the case of advertising placed by agencies, where six or more are invariably requested by the agency for their files. While I frequently reflect that their files must be pretty well cluttered up with useless proofs, nevertheless I strive to give them as many copies as they require. However, the printer has never given me more than the usual number of proofs of these advertisements. In other words, he sends the usual three proofs whether the instructions are for three or six. Invariably, where agency advertising is involved, it is necessary to call the printer back and ask for additional proofs.

This is the biggest trouble I have encountered with printers. I don't mean that asking for proofs is the biggest trouble, but the apparent necessity for constant supervision and following up of jobs. If my work merely consisted of sending the work through, it would be what the man on the street used to call a "pipe." It is the failure of printers to comply with specifications, or to come through with the work promptly, that makes my work tiresome and me irritable. An ad should be set up and proofs come through, in two or three days, as the head of the printing establishment assures me. However, it seldom is. More follow up and more peevishness on the part of all concerned.

As I said in the beginning, three proofs are all that are necessary and all we usually ask. Two of these go to the advertiser, one for his O. K., and the other for his files, and the third goes into my dummy. The O. K.'d proof is sent to the printer when it returns to me.

Since the price of paper came down, the head of the printer's advertising department sends me four proofs of ads. I don't need four now any more than I ever did, and apparently he is merely trying to use as much paper as possible. I don't know who pays for it. I assume that my own house will, in the long run. And the carelessness and waste in this regard sometimes leads me to suspect that we are paying for carelessness and waste in other departments.

When making up our magazine, I notice that the make-up man frequently turns up the corner of the proof which has been pasted in, to ascertain whether the ad is new or old. If the third proof of an ad were pulled on yellow paper, instead of white, it would tell its own story to the make-up man, who would immediately know where to look for the type.

While on the Other Side

I notice a general disinclination around the printing plant to insist that things be right. There is too much of a "let it go at that" attitude. In one instance, an ad was set fully a half inch too deep. It was a half page ad. No one called my attention to the extra depth, though the make-up man must have noticed it every time he made the magazine up. He merely put a half inch more of type in the other column to even it up. The page looked so poorly that I finally discovered the mistake for myself and had the ad reset. This led to the discovery that very few ads running in the paper were the proper size. Some were too small, some too large. Perhaps the instructions accompanying the ads were faulty, perhaps the compositor had an engagement and wanted to get the work out of the way in a hurry.

Continued on page 99

And Some More - - - - - -

JOHN A. STRYKER
President Detroit Club

JOHN W. UNGER
President Harrisburg Club

GEORGE ORTLEB
President St. Louis Club

Does History Repeat Itself?

It Would Seem So From a Recently Uncovered Report Showing Labor Conferences Among Printing Trade Employers in 1887

By J. N. CLIFFORD

"THE first event on the program consisted of a carriage ride to Lincoln Park. The delegates and friends assembled at Convention Hall, where forty carriages, all drawn by dark bay horses, driven by coachmen uniformly dressed in livery, were awaiting them. Passing through the principal residence streets of the north side, the cavalcade halted at the residence of Mr. Andrew McNally, whose hospitality was freely partaken of by all present. Mrs. McNally had decorated her beautiful home in exquisite taste, and her tables were loaded with the most toothsome viands."

So reads an account, under the heading of Social Features, of the first convention of the United Typothetae of America in—yes, dear reader, you are right—in 1887. A booklet containing an account of the convention recently came to light in the offices of the Chicago Franklin-Typothetae. It makes interesting reading to the newer generation of employing printers who have succeeded to the positions once held by the patriarchs whose names are mentioned in the account. And it is equally interesting to those few pioneers who may still be alive to read a resume of their first meeting.

Getting back to the business of the convention—a convention attended by a hundred delegates as against five thousand who attended the last convention of the U. T. A., held in St. Louis, we find that the cause for the convention was the labor situation. We read:

"The employing printers of the United States and Canada met at Apollo Hall in the City of Chicago, Tuesday, October 18, 1887, at 12 o'clock.

"Andrew McNally, of Chicago, called the meeting to order and C. H. Blakely, of Chicago, was elected temporary chairman.

"William Johnston, of Chicago, being nominated, was duly elected as temporary secretary.

"The Secretary then read the convention call:

"To the Employing Printers of the United States and Canada:

"An International Convention of the Employing Printers of the United States and Canada will convene in the City of Chicago on Tuesday, October 18, 1887, at 12 o'clock, for the purpose of devising plans for united action upon the recent demand of the International Typographical Union that nine hours shall constitute a day's labor. Other important matters will be presented for consideration of the Convention, whose action it is believed will be of permanent benefit to the trade.

"Headquarters will be opened at room No. 446, Tremont House, at 10 o'clock, on Monday morning, October 17.

"(Signed) C. H. Blakely, President Chicago Typothetae."

Speaking of the demands made by the unions—the cause of the meeting—Chairman Blakely said: "At a session of the International Typographical Union in June last (1887), a resolution was passed, and hence the law laid down to us, that after November 1st following, nine hours should constitute a day's labor, leaving to each subordinate union the question of reduction in pay.

"At the August meeting of the local (Chicago) union the action of the parent body was ratified with (of course) the same pay. For many years a week's work with us has consisted of fifty-nine hours, labor ceasing at 5 p. m. on Saturday. So we were to lose five hours per week; and yet, not so, for the announcement of those in power notified us that on Saturday time should be up at four o'clock, and thus on that day we were to have but eight hours of labor. In other words, fifty-three hours should be the extent of the week's labor, a cutting down of one hour from the enactment of the national body.

"Every employing printer (union) in this city felt outraged at this unreasonable demand. The Typothetae was convened. In our councils it was decided that there should be a protest against the encroachments of these gentlemen. This convention is the result.

"Since the call of this Convention was issued, a meeting of those who rule in typographical circles proper has been held in Cincinnati; the nine-hour demand suspended for the time being; and a committee appointed from their body to meet a like committee from this Convention."

The Typothetae committee appointed "to confer" with the union committee was made up of the following men: Sam Slawson, St. Louis; A. J. Wright, Boston; L. T. Davidson, Louisville; Andrew McNally, Chicago; Fred L. Smith, Minneapolis; W. H. Bates, Memphis, and Thomas Clemmitt, Jr., of Richmond, Va.

Continued on page 79

And Still Some More - - - - - -

FRANK L. EICHORN
President Rochester Club

HARVEY H. WEBER
President Buffalo Club

L. D. McSHANE
President Des Moines Club

Don't Be Afraid to Give Advice

So Advised English Essayist. That He Was Right Is Proved in the Following Article Wherein Specific Instances Are Given

By ROBERT E. RAMSAY

Author of "Effective House Organs"; Chairman House Organ Division, Direct Mail Advertising Association; Formerly Editor "Advertising and Selling," "Postage," Etc.

THIS article, together with any other that I have ever written (at least I hope that it is true), will in itself be a living embodiment of the principle which I would put down for the benefit of others who have either momentarily forgotten the ages-old facts, or temporarily are not practicing them.

By that I mean, I shall open up with a text, if you please, with a definite underlying thought, to the article, and the article in itself is the principle needed right now to sell printing throughout America—striking sections being left out of consideration for the moment.

The text of this article which is: *"Bacon Would Have Made a Better Printing Salesman Than Elbert Hubbard"* will be found in comparing that brief excerpt from Bacon's essay on Friendship which reads: "When all is done the help of good counsel is that which setteth business straight," with the pert epigram attributed to Elbert Hubbard which read: "Take my advice, take nobody's."

Those Who Get the Business First Give

Business generally today is eager for "good counsel" which, as Bacon put it, "setteth the business straight."

Printing salesmen who are acting upon this principle are getting printing business and making business for those who pay for the printing. Let me quote a few specific instances on this point, and, though the names are camouflaged, they can be mentioned to prove authenticity, if that becomes necessary.

In a certain New York town, for example, one which had the strike months ago and is now over it, or about so, there are two leading printers within two blocks of each other. One is running overtime and the other has eight or ten men doing nothing while they wait for orders to come in. This instance is all the more apropos because in this case the proprietor of the shop in question is in effect the sales force of the shop. In other words, the entire burden of selling falls in each case upon the man who is the proprietor.

Case A has followed out Bacon's advice. He has gotten up a series of leaflets, folders, etc., of somewhat general nature, which he has sold to all of the leading businesses in S———. By persistently calling upon these people and *advising* them that they should make use of the spare weight in the average letter; by *advising* them how to advertise to get business right now; by *advising* them both as to form and method, this printer has kept busy by helping to "set business straight."

Case B, on the other hand, has followed Elbert Hubbard's epigram, probably gotten off by the genial fra more for its cleverness than its philosophical qualities. He has believed that no business wants advice and counsel. Hence, he has not gotten any business.

The Principle Applied

I take these two simple instances at the outset because they can be definitely tagged and denominated. There are absolutely no surrounding factors which *might* enter into why one plant is busy and the other not. The facts are that Case B is a much better equipped plant physically and from a man standpoint than Case A, that is, all excepting the *printing salesman* who guides the destinies of Case A. He stands in the forefront as a good Baconian salesman of advice!

Now for an application of this simple but often overlooked principle to present-day problems.

Why should business men want advice and counsel upon printing problems and processes?

Because, from an advertising standpoint, they have always been taught to look to the *producer* of any product or service to learn the merits of that product or service.

Because man has ever liked to shift the burden of responsibility and to get the advice and counsel of another even though he may in his perverseness go ahead and do what he had originally thought out for himself.

Because selfish interest is the one interest that keeps the race alive and makes for progress and it stands to

Continued on page 100

What! Here Are Still More - - - - - -

PAUL H. ERLER
President Toledo Club

HARRY C. PRAEG
President New York Club

EDWARD W. CALKINS
President Boston Club

If I Were a Printer I Would--- *

First, Become Acquainted With My Workmen. A Press and a Man Are Always a Machine and a Man, Not Two Machines

By ROBERT O. BALLOU

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THERE is a deplorable tendency among middle-aged old maids to give advice about raising children; among bachelors to counsel sweet young things about to be married concerning the principles of conduct which make for success in that huge undertaking, and among fools everywhere to rush in where angels fear to tread. Fortunately enough for the future of the race there is in every man a divine spark of ego which believes in itself, but the result is endless and often tiresome advice.

I do not want to be placed in a class with the old maid, the bachelor or the fool and yet I am willing to say at once that I have never been a printer, and in the same breath — or, more properly speaking, in the same length of typewriter ribbon — write things about printing which sound very much like advice. I had rather have my words called suggestions, or, rather still, the observations of one who is looking at a printing plant from the outside and feels that he sees in the problems which the printer must meet practically the same essential problems which every other manufacturer must meet.

If I were a printer, then, very especially if I were a printer right now, I would give more time and thought to the men and women in my shop whose fingers were stained with printers' ink than to any other one subject. I would try to remember always that a Linotype and a man, or a Monotype and a man, or a press and a man are always a machine and a man and not two machines working together, and I would bear in mind the fact that a machine is always subject to the same laws, but that no two men in the world react in exactly the same way to a given stimulus, nor will the reactions of the same man at different times be identical. His breakfast, his wife, what he did the night before, the insistence of his creditors, even the weather, will modify his reactions.

When I want my flivver to move forward, I jam down a pedal with my foot and (theoretically) it moves forward at once. But when I want my stenographer to take a letter, I say in my best manner, "Can you take a letter now, please?" Sometimes she moves forward at once. Sometimes she doesn't. It depends, as I have said, upon her breakfast and the weather.

If I were a printer I should try always to bear in mind not only breakfasts and the weather, not only the variability of human nature, but also the fundamental causes underlying the demands which my workmen had made or might at any time make upon me. But I would try to recognize their problems and apply remedial measures before they had recognized them and brought them to me accompanied by arbitrary demands. Because I hate a fight and arbitrary dictation would make me like unto a wild-cat. And I would try to remember that the same sort of arbitrary dictation on my part to a hundred workmen would probably make them like unto a hundred wild-cats.

One of the most fascinating facts about any manufacturing project is this: there is no factor in industry which is not connected directly or indirectly with every other industrial factor. Costs, production efficiency, sales, management, mechanics of the shop, the excellence of the finished product, and, perhaps most important of all, the pleasure or lack of it concomitant with the conduct of a printing plant or any other factory—all are indissolubly linked with the problem of industrial relations.

If I were a printer I would not be content with cursing at the fact that work went slowly on Monday morning, with the accompanying rise in costs, lowering in personal efficiency of the workmen, failure to meet a salesman's promise, irritation of foremen and managers (which in itself is a lowering of management efficiency), the possible damage to expensive equipment and a deterioration in the printed product. I would try, by studying the results of scientific investigation, to discover the cause of that fact, and upon learning that it is an accumulation of the fatigue of the week before, would do what I could to eliminate the fatigue.

I would do this by reading *Industrial Management*, the *American Machinist*, and others of the best "class" magazines which deal technically with industrial relations problems, and by examining very carefully reports of investigations conducted by the U. S. Department of Labor, the Department of Industrial Relations of the United Typothetae of America, the American Medical Association and similar organizations. I would not confine myself to a study of the printing industry, but recognizing the fact that exhaustive investigations of industrial conditions are being conducted today in many industries, would gather from these investigations material which I could apply to my own business.

I would pay especial attention to accident hazards and occupational diseases in the printing industry by studying the most authoritative data procurable from the U. S. Department of Labor, the large insurance companies and the medical associations on the subjects. After I had

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Mr. Ballou says:

"If I were a printer I would try to remember that a man who worked with me in my plant was in the same position as any other man with whom I deal in business. I would bear in mind that we were exchanging time for money. But I would regard it as reasonable for him to say that he was buying my money with his time as for me to say that I was buying his time with my money.

"In other words, I would place myself neither in the position of merchant nor customer in exchanging dollars for the expenditure of human energy, and would feel no more that I was doing my employe a favor by letting him work for me than I would want him to feel that he was favoring me by becoming a part of my establishment."

That is only a portion of the interesting things Mr. Ballou says in his article. Read it all. It is well worth your time and thought.

* This is the first of a series of articles under this heading being prepared by Mr. Ballou for BEN FRANKLIN MONTHLY.

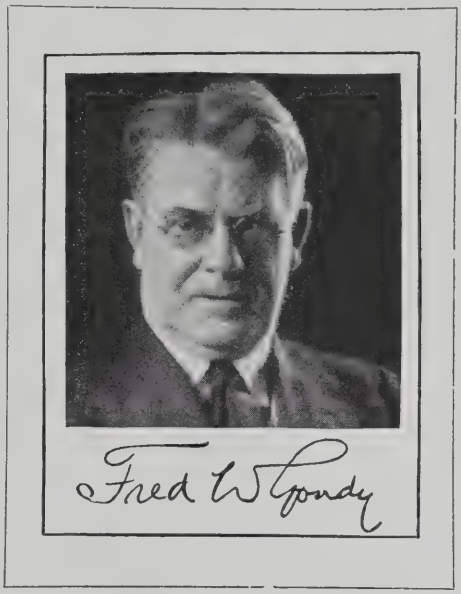
Mechanical Perfection Dangerous*

So Says Master Typographer in Comparing Modern Types With Old. Fundamentals of Type-founding Today Require More Real "Art".

By FREDERIC W. GOUDY

THIRTY-FOUR years ago a well-known English type-founder wrote that "the art of letter-founding hesitated long before yielding to the revolutionary impulses of modern progress. While kindred arts—and notably that art which preserves all other arts—were advancing by leaps and bounds, the founder, as late as half a century ago, was pursuing the even tenor of his ways. . . . But the inevitable revolution came, and letter-founding today bids fair to break all her old ties and take new departures undreamed of by those heroes of the punch and matrix and mould who made her what we found her."

But Mr. Reed, whose prophecy we quote, could not foresee or even dream that the machine would today supersede the labor of heart and hand, and that artistic genius would be under-valued, dangers he prophesied would eventually be encountered and—disregarded.



True, no such perfect productions of printing types that are the daily and ordinary output of the foundries were ever imagined by those heroes to be possible, yet, on the other hand, it is a lamentable fact that to a large extent the endeavor toward better types has been on the side of more perfect mechanical production rather than on the side of more esthetic letter-designs; perfect finish, exact lining, perfection of curves, precise angles, straightness of stem or sharpness of serifs, receive greater attention than design, which, after all, is the very foundation upon which the craft is erected.

Any or all of these desiderata may be present in a good type, but which of themselves do not constitute design, nor do they necessarily give either beauty or legibility to types. Too frequently they are really disfigurements introduced at the expense of readability, since mechanical finish, precise lining, too smooth or too straight stems may lead the reader to think more of the means employed than of the purpose intended. Two points in type-founding should carefully be kept separate; the shapes of letters are to be considered apart from the skill or lack of it in their construction or production. The designer of letters, of course, employs straight lines, curves, circles and squares, but if these elements are looked at *only* as lines, curves, etc., his work will of necessity lack wholly the quality of feeling and rhythm and cannot fail to be other than stiff and artificial.

This element of feeling is difficult to describe. It cannot be acquired by mechanical methods at the hands of mere artisans; its beginnings are innate, and it is developed by thoughtful practice. Old books abound in examples of types needlessly bold and rugged, badly fitted or spaced, but almost always they are round, clear, simple shapes of easy legibility. Ideals of merit are not always the ideals of mechanical precision. Old types were distinct and made for easy reading, not to exhibit the skill of the founder; on the other hand, the founder is at no time denied ample opportunity to exercise all the straightforward craftsmanship within his ability, not to be exercised, however, as the end desired, but merely as a means to an end.

Type, after all, is handwriting divested of the mannerisms and accidents of the scribes, conceived as forms to be cut in metal, revised and formalized to meet the technical limitations and requirements of new materials and new conditions. The founders of the first types were more intent on the uses to which their productions were to be put than they were on any display of their own skill; they modeled their letters on the beautiful ms. forms with which they were familiar and designed them to meet technical limitations and comply with mechanical requirements. In doing so, they gradually drew away from an esthetic standard in pursuit of the utilitarianism finally arrived at, thus bringing about an entire revolution of ideals. Types of distinction, now as then, can be produced only by craftsmen who place feeling above the mechanical perfection that comes from a slavish adherence to workshop traditions or to a misconception of the true ends of art.

Many old types now called beautiful are probably so considered because of the nobleness or dignity of their original use and purpose, items which greatly enhance the pleasure we take in them—they may be intrinsically beautiful, but often a respect for age blinds us to their defects and sentiment gives them an esthetic value to which they are not entitled. All that is necessary to make our modern types superior to many of the old faces is to avoid the cut-and-dried precision in their manufacture that is taking the place of thought in design. Simple enough, in all conscience, but usually an attempt to preserve the quality of freedom is too often a conscious effort, and is not the outcome of simple thinking by a craftsman more intent on design than he is on a display of his own skill, or of the greatest *mechanical* perfection possible with the tools of today.

The writer's personal opinion is that at no period in the history of typography has the printer had so many good types at his disposal, but it is also his opinion that the users of them are not keeping progress with their opportunities.

Printing is an art; most printers are artisans and not artists. It is the commercial catering to the unthinking that retards the production of better type designs—when printers demand fine types they may easily get them, but they, in turn, should be competent to give them proper settings.

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* Printed by permission of *The Typothetae Bulletin.*

In Doubt?---Make It A Horse Race

The Contest Is As Old As Humanity and Its Appeal Is As Unfailing As Human Nature Itself. It May Help Your Business

By JAMES H. COLLINS

(Copyright, 1921, by J. K. NOVINS)

"WE WANT something that will interest magazine men," said the editor of an advertising journal to the writer a dozen years ago. News items, special articles and other features had been tried, but none of them seemed to arouse interest. The writer went to a news stand and bought copies of all the current magazines. Then an agate rule was applied to each publication's advertising columns, and the totals arranged according to quantity, the magazine having the most advertising taking top place. That made it a horse race. A horse race is irresistibly interesting. Magazine publishers and advertising managers were keen to see where they stood, and the fellow whose publication topped the list usually bought a chunk of advertising space on the opposite page and directed attention to his standing with a big black pointing finger. It was nearer fifteen years ago, but this monthly tabulation is running yet, and probably will run as long as magazines are published.

JAMES H. COLLINS

Harrington Emerson says that, as soon as a standard is set up, people will try to reach it. Any standard will do, even a foolish one like small feet for Chinese women. Centuries ago that was established as desirable, and means were immediately found for attaining it, and the more humane standard of big feet for Chinese women is today replacing it under many handicaps.

As an all-around mechanism for arousing interest among salesmen, clerks, mechanics, laborers, retailers, and in the printing trade, office and shop help and even customers, it is hard to beat the horse race—setting up a standard to be attained, and listing each contestant according to his sales, output, turnover, purchases. In every live human being there is the desire to excel, and when a standard is set up, performance can be measured and compared with that of others. And the horse race has the further merit of providing an audience to watch the performance.

A Canadian street car company employs several "spotters" who are unknown to its conductors and motormen. They are likely to board a car any time. Besides checking up the fare register, they write a little report of what the conductor and motorman are doing—whether the car is on time, rules being observed, how passengers are treated, and so forth. These reports are posted on bulletin boards at the car barn, and the men read them eagerly. They read their own records, and the other fellow's, make comparisons, and apply the corrective influence of chaff. The effect upon morale and courtesy is very definite.

One of our toughest war jobs was shipbuilding. It took nearly a year after we entered the war to build shipyards, and in the spring of 1918 they still lacked morale. This was secured through a horse race—the riveting contest. A single riveting gang in one of the Eastern yards drove 685 rivets in an eight-hour day. This was announced as the world's record. Immediately, another gang in a rival yard drove 900, which was quickly beaten by a third gang exceeding 1,000. They were off! Riveters in British yards first discredited these Yankee records, as humanly impossible—and then got busy and beat them. Within three months, riveting became such a horse race on the Atlantic, the Pacific, the Gulf and the Clyde, that it had to be diverted in the constructive channel of giving credit to the gangs that made the best weekly records.

The horse race idea is good for both emergencies and as a steady stimulus. The other day, in a drug store of a well-known chain, the writer saw a slip on a cash register which read:

Medicine Department — Your sales quota for May is 4,046. Your daily quota is 155. A quota is something to BEAT, not to meet.

Employes of a Chicago bank some time ago were enlisted in a soliciting contest for savings accounts. They were divided into four teams, each officered by a captain. The teams were made up by putting names of employes in a box, each captain drawing in turn for the men on his team, a fair way of selection. Employes were told nothing about the contest, until handed an envelope indicating to which team they belonged, and listing prizes. To visualize the contest during its progress, a quota clock was built, also a large thermometer. The thermometer registered the progress of each team in securing accounts, and the clock registered the total number of accounts secured to date. This contest, one of several conducted by the same bank, and benefiting by previous experience, resulted in securing 5,725 new savings accounts with an average balance of $66 each. An odd point, suggesting something mystic in numbers, was the naming of the four teams which were called the "Chicago," "State," "Bank," and "5,000" teams, embodying the name of the bank and the objective set for the contest—five thousand new accounts. The "5,000" team not only carried off most of the honors, but the objective was exceeded by 725 new accounts.

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For The Modern Service Printer

A Department Devoted to the Interests of the Progressive Printer Who Is Interested in So-Called "Service Printing."

By PAT KAY

PRINTING is being sold today, for the greater part, as an item of production, to be made and sold as low in price and at as great a profit as is possible, or as a strictly *artistic* production to be made as beautiful and as attractive as the allowed outlay permits.

Neither manipulation of the ancient Chinese (or Gutenbergian, if you insist) art is the efficient one and I hope I trespass not too greatly upon your tolerance in voicing my opinions with frank sincerity.

Printing is not a commodity to be manufactured at minimum cost nor pure art to be painstakingly achieved and at unlimited expense.

Printing—modern advertising printing—is a definite selling force and its value to the user is determined, with unvarying certainty, by its approach to advertising requirements. As an advertising man I should demand that my printer know these requirements, whether I know them or not, that I might have confidence in him.

For example, I am preparing a catalog.

My catalog will go to a large mailing list and reach the files of many purchasing agents. I have decided to make it 9 x 12. Does my printer suggest to me that there are standard sizes adopted by the National Association of Purchasing Agents or is he able to answer my questions as to what are standard sizes and the advisabilities of adhering to them? The last printer I asked about this approved a 9 x 12 book because it cut from 25 x 38 stock and he felt he could get that size. As a matter of fact, the N. A. P. A. has standardized on 7¾ x 10½ as its largest size and many purchasing agents would have cussed my 9 x 12 because it wouldn't conveniently fit in their 8½ x 11 files. Yet this printer was turning out thousands of catalogs without knowing the approved sizes.

I propounded a host of questions to another salesman from a firm, by the way, that sells printing on their knowledge of advertising needs) and you may be interested in his replies.

Shall I use enamel?

Yes. The nature of your halftones requires enamel. If your book was going to excavating contractors, you might meet the problem I encountered a few days ago. The contractors and their foreman kept a firm's catalog of repair parts in a construction shed, in their pockets or in the tool box of the machine. Moisture made the enamel pages stick together. We shall make coarse screen halftones for the next issue and use a high-grade machine finish or offset paper.

Folding enamel?

I believe not. Buyers may keep your catalog two or three years, but you say they do not consult it more than once or twice a month. A folding enamel is not required and since you have no close register color illustrations, an ordinary No. 1 will suffice.

How about typography?

Well, your halftones are rather light for the most part, without strong contrast. A bold or semi-bold face would draw too much attention away from them. We can use a hand-set head in Caslon Old Style and set the body in Monotype of the same face. The text being quite regular and the halftones balancing well, there is no need for borders. There is nothing difficult in the composition, so we can economize further by setting it in Linotype.

The saving thus effected could go toward the color cover you were afraid you could not afford.

Further, your book is now 68 pages. Can't we work it down to 64 to make two 32-page forms? Or, if you must have these four other pages, let's get in a double page spread of that combination offer you were considering, start the text on a right-hand page instead of a left-hand page as now and make a full page of your present wee pargraph on special finishes. That makes an 8-page form over the two 32's and worth while putting it on a cylinder press. Better than making a cylinder run of only four pages and you add some desirable features at slight extra cost.

Still further, instead of using the firm name as a running head at the top of every page, let us put the firm name in the lower left hand corner of each left-hand page and your slogan, "Ask for the Green Box" in the lower right-hand corner of every right-hand page.

Color?

Black—a sharp, clean black is needed for these halftones—they are rather weak. Since we are using but little color, let's make it a vivid green and your firm name and slogan will be bright spots—small but effective—at the bottoms of the pages.

Continued on page 87

Printers' Machine Works

130-132 So. Clinton Street, CHICAGO

A. HEUMOS
A. CHARLESTON
M. HEUMOS

MANUFACTURERS OF

Printers' Saws, Gordon Feeders
Reliance Cutters
Model Ink Fountains

We move plants, erect presses do experimental work and

Rebuild Machinery

TELEPHONE MAIN 1339

"Say What You Please, Pat"

That Towel Again!

FOR this original poem on the traditional towel, we are indebted to A. J. W. Galbraith of Los Angeles, Calif.:

My memory doth oftimes turn
To my apprentice days;
Unto the time when I did'st yearn
And strive to get a "raise."

I was a model "devil," too—
Ambition fired my brain,
I worked and worked the long day through
The boss' smile to gain.

I used to rise at six o'clock
I swept the office floor,
I rearranged the paper stock,
I made the old stove roar.

And when the boss came down at nine,
He'd find me on a stool,
Making the nicks in brevier line
And "setting" like a fool.

And then the Gordon press I'd kick
To print some dodgers "rush,"
Because some bright idea'd hick
Would advertise some "slush."

Friday on the Washington
I'd get the paper out;
I'd "pull" the whole four hundred run,
And then go on my route.

In fact, I was the whole darned cheese—
At least, I thought myself—
And tried my best the boss to please
And gain some extra pelf.

As I did wash my hands one night—
My daily work was through—
A brilliant thought burst into light,
And in my noodle, too.

The office tow'l, as black as night,
Hung just within my view;
"I'll try to make the darned thing white"—
And started so to do.

I took the tow'l, and then did lean
It up against the door,
And scrubbed with soap and gasoline,
And then I scrubbed some more.

I soaked and scrubbed, and scrubbed and soaked,
And when the light of day
Came on the scene, I nearly croaked—
The tow'l was dirty gray.

I spread it out upon the grass,
Beneath a sunny sky,
And when the boss came down at nine
The dashed old thing was dry.

The boss, he gazed upon the tow'l,
Then on the guy he hired,
And then let out an awful howl:
"Get out, young man; you're fired."

"Dishonor on this shop you've brought—
Dishonor deep and foul—
The printer's first commandment taught
Is 'Never wash the tow'l'."

'Twas thus I learned the printer's law,
And though the world may howl,
I'll leave untouched and hold in awe
A printer's virgin tow'l.

* * *

And A. J. K. sends in this one, written by R. J. Burdette:

THE OLD-FASHIONED TOWEL

When I think of the towel, the old-fashioned towel,
That used to hang up by the printing house door,
I think that nobody in these days of shoddy
Can hammer iron to wear as it wore.
The tramp who abused it, the devil who used it,
The make-up, the foreman, the editor (poor man),
Each rubbed some grime off while they put a heap on.
In, over and under, 'twas blacker than thunder,
'Twas harder than poverty, rougher than sin.
From the roller suspended, it never was bended,
And it flapped on the wall like a banner of tin.
It grew thicker and rougher, and harder and tougher,
And daily put on an inkier hue,
Until one windy morning, without any warning,
It fell to the floor and was broken in two.

Are there any more?
Let them come!

* * *

"Dies in Bathtub of Gas"

Never heard of a *gas* bathtub. They must have 'em, though, for the above headline appeared in the *Chicago American* of July 6th.

* * *

One Time When Old Friends Part Without Regret

Be it known we have sold "Oscar," our flivver. It now seems likely we shall have time to turn our mind to other things. Our only worry now is for the poor bird who bought it.

Pat Kay

* * *

P. S. We have bought ourself a new car. Business ethics prevent our telling the make. But we broke a bottle of root beer over the prow the other night and cristened it Max. P. K.

Good Electrotypes

Dinse, Page & Company

ELECTROTYPERS

725 South La Salle Street, Chicago

Phone Harrison 7185

There is something of interest to you on page 3. Have you seen it?

INTERTYPE

"THE BETTER MACHINE"

Progressive Printers!

You can't miss—You can't go wrong. Be the Proud owner of a

MODEL D-s.m. INTERTYPE

FOR DISPLAY COMPOSITION

A real Display line casting composing machine. Equipped with six magazines, sets from 5 point to a wide display 36 point and always under the control of one Operator — Real Non-Distribution.

The Simplicity and great range possible with this machine is astonishing!

It's just another Intertype Achievement

See Our Exhibit at Graphic Arts Exposition
Chicago, Ill., July 23-30

BUILDERS OF THE "BETTER MACHINE"

INTERTYPE CORPORATION

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

Middle Western Branch
Rand McNally Bldg., Chicago, Ill.

Southern Branch
160 Madison Avenue, Memphis, Tenn.

Pacific Coast Branch
86 Third Street, San Francisco, Cal.

MILLER & RICHARD, Canadian Representatives

EXHIBITOR
Graphic Arts Exposition
-CHICAGO — JULY 23 TO 30-

Ben Franklin Monthly

PUBLISHED FOR SERVICE TO

Printers, Trade Compositors, located in the United States and Canada

Editor - - - - - - - - - - P. A. Howard
Managing Editor - - - - - - - C. J. Nuttall
Advertising Manager - - - - - - E. P. Rowe
New York Manager - - - - - - - H. Lee Treadwell
Seattle Manager - - - - - George W. Wiley

BEN FRANKLIN PUBLISHING CO.

P. A. Howard - - President and Treasurer
E. P. Howard - - - - Vice-President
C. J. Nuttall - - Secretary

CHICAGO	SEATTLE	NEW YORK
440 S. Dearborn Street	L. C. Smith Bldg.	27 Warren Street
Telephone Harrison 6113	Phone Main 6865	Telephone Barclay 1295

Advertising rates on application. Forms close 25th of each month. Subscription rate $2.00. Single copies 20 cents

Telling the Employers a Few Things

A RECENT letter to this journal has so much in it that is true, so much that ought to be placed before employers in all trades, especially printing, that we repeat a portion of it below. We recommend it to the careful thought of employers: ". . . for one thing, I have always thought that employers as a class were the least bit stupid about industrial relations and that, while there are plenty of union leaders and union men who would be better men dead than alive, the whole question is one which goes back in history to a stupid lack of foresight on the part of employers—an absolute lack of understanding of human nature, chiefly, and a penny-wise and pound foolish policy, and that the absurd and dangerous attitudes which unions have taken and are taking are directly traceable to equally absurd and dangerous attitudes in employers. In other words, the employer, theoretically at least, represents the greater intelligence (I often feel that *that* is mostly theory), and should have taken and kept the lead in labor matters long ago and never let the situation get to the point at which a union leader could get by with any of the things which start hell apoppin'.

"In this sort of thing, the printer is facing the same problem which any other manufacturer is facing, and should be lined up with the thinking men in all lines of industry who are facing the situation and, here and there, getting very close to something like a solution, not by aimlessly passing resolutions which declare them to be 'unalterably and unequivocally opposed' to anything which the unions propose, but by learning a few things about the man they hire and about the way his mind works."

How well the situation is summed up!

An Invitation

VISITORS to Chicago — Craftsmen, their wives and families and those who are in Chicago for the great Graphic Arts Exposition—BEN FRANKLIN MONTHLY begs your attention for one brief moment.

The City of Chicago is to hold a Pageant of Progress at its five-million-dollar Municipal Pier the two weeks following the Graphic Arts Exposition. The Pageant of Progress will be worth remaining over in Chicago a day or a week or even two weeks to see. It will include:

Three and one-half miles of exhibits and more than twenty-five shows.

Great naval maneuvers.

Pageantry.

Street parades.

Motor boat races.

Athletic sports.

The exhibits will be divided into sections, representing distinct groups of allied industries—furs, automobiles, clothing, packing, machinery, books, advertising, printing, lithography, paper products, dairy products, building materials, light, heat and power, transportation by rail, water and air, and many others.

All in all, it will be one of the biggest and best expositions held in years. You should remain over for the fun and the educational features which will be at your service.

BEN FRANKLIN MONTHLY invites you to remain over.

The City of Chicago invites you to remain.

It is up to you.

The Railroad Problem Is Your Problem

PRINTERS are urged to take an active interest in railroad legislation.

BEN FRANKLIN MONTHLY joins with trade organizations in urging its readers to communicate with senators and congressmen asking: (1) Abolishment of the agreements made during Federal control by the Railroad Administration; (2) restoration to individual railroads of complete jurisdiction over questions of wages, classification, and working conditions; (3) the immediate repeal of the Adamson Law, and (4) prompt settlement on the part of the Government of the rental guaranteed for the use of the railroads during Federal control.

The Cost of Advertising Composition

NEWSPAPER publishers of the state of Washington have made a cost investigation and find that it costs eight and one-half cents for every inch of advertising set, and fifteen cents an inch for news; and that the mechanical cost of producing a paper amounts to thirty-six cents for every inch of advertising.

REDINGTON COUNTERS

Meet every production-computing need in the printing industry.

The **Model "D"** is for Chandler & Price Presses

The **Model "A"** for all other light and medium weight presses, folding machines, assembling machines, cutters, stitchers, etc.

American Counters for largest and heaviest printing equipment

F. B. Redington Co. 112-14 So. Sangamon St. CHICAGO, ILL.

WHAT THE HOUSE ORGANS ARE PLAYING

Print versus Duplicating

OVER and over again we are informed that not only public bodies but many business concerns are adopting rotary duplicators for their office stationery and general circular work. Samples of this class of "printing" are also frequently sent us.

The rotary duplicator has come to stay, but will soon find its level and its own small particular corner of usefulness. If the client desires the class of work produced by such agency, any printer who is worried over the matter has but to install a duplicator and himself give the customer exactly what he wants. That, at least, is one view of a development which is evidently troubling many, and the client is usually credited with flaunting his "new" method before the eyes of his erstwhile printer as a result of printing prices of today. He will not pay current rates for printing, but must have printing of some kind.

This exactly hits it off. He does get printing of a kind and nothing more. If this class of circular or letter favorably impresses the customer and brings business, it is up to the printer to show something better. The man who uses the duplicator for roughly produced work obtains what he pays for—and no more—and must inevitably return to his printer for dignified, clear and attractive advertising matter of any kind.

A simple method of meeting this kind of competition —for prices cannot be reduced to the extent customers seem to think they must and will—is to show good printed work and duplicator work side by side. Comparisons are odious sometimes, and at all times educative.

—The British Printer.

What Is the Big Idea in Your Business?

A TOP-NOTCH idea is much more rare than a day in June. But they exist, nevertheless. Notice, for example, what some advertisers are now doing to interest consumers, with apparently little effort.

Take the Hot-Point electric iron. A clever name, but it was just a name to most of us until someone realized that it would be good advertising to turn an iron on end and attach a red cap to the point, and immediately Hot-Point became a fact as well as a name.

Then there is the savings bank whose poster reads: "Where do they get that 'rainy day' idea? We're saving for 'sunshiny days'—aren't you?" An ancient proverb overturned—and an ancient truth substituted. That bank has "started something!"

Both of those ideas are so simple and so obvious that it would seem to the casual reader that anyone could have thought of them. But you can depend upon it, somebody worked mighty hard to evolve them! The trouble with most of us is that we don't think deeply enough to dig out equally effective advertising "stunts."

Don't let some competitor beat you to the big idea about your business!

—Proof, Neely Printing Co., Chicago.

Remember "Local Colors"

A CERTAIN national advertiser—of fabrics, let us say —asserts that color preferences, induced by climatic conditions, seriously affect advertising results.

The South, where the temperature flirts with 90 degrees most of the year, does not respond readily to warm red and pink shades. Tans, which are popular in the East, are repudiated by that western section which is surrounded by dull desert tones, while the north woods dweller naturally prefers any color but green.

Based on many years of experience and experiment, this manufacturer finds that his national advertising exerts the best *average pressure* when the product is represented in plain black and white.

Direct-by-mail, on the contrary, permits the use of actual colors because the printing job can be divided into several classifications, varying the colors of goods shown to accord with sectional preferences. The extra cost thus involved is more than offset by the additional influence of the proper color representation.

Many advertisers, apparently, either have not discovered this fact or their experience does not agree with that of this manufacturer—a leader in his field. The idea, however, is worthy of consideration and individual application by anyone who advertises colored merchandise either nationally or locally.

—Proof, Neely Printing Co., Chicago.

Art Pays

THERE is a delight in producing a beautiful piece of printing which comes only to the true artist. This pleasure is sufficient unto itself. It is seldom mixed with thought of profit or loss. The act of creating a thing of beauty is enough.

Yet, strange as it may seem to some, the printers who are known for the fine work which they do are, almost without exception, money makers.

Beauty is worth a great deal for its own sake. Intrinsically it is worth dollars.

A well-designed and well-set advertisement, prospectus, broadside or cover page, is worth much more to the man who is using it as a salesman than are similar pieces poorly designed and composed. It attracts the eye; it is read more frequently; it proves the worth of its existence.

High quality typography pays everybody—from the man who creates it to the man who pays for it. There is always a market for the work of the artist—the master craftsman—and that market makes little question of price.

A true artist will not have to sell the product of his genius by the hour—he can command his own price.

—The Initialist, S-K-H Typesetting Co., Chicago.

HAMMERMILL BOND
"The Utility Business Paper"

SEND for a set of portfolios that will help you sell more printing.

HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

There is something of interest to you on page 3.
Have you seen it?

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New York Manager - - - - - - - H. Lee Treadwell
Seattle Manager - - - - - George W. Wiley

BEN FRANKLIN PUBLISHING CO.

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CHICAGO	SEATTLE	NEW YORK
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Telling the Employers a Few Things

A RECENT letter to this journal has so much in it that is true, so much that ought to be placed before employers in all trades, especially printing, that we repeat a portion of it below. We recommend it to the careful thought of employers: ". . . for one thing, I have always thought that employers as a class were the least bit stupid about industrial relations and that, while there are plenty of union leaders and union men who would be better men dead than alive, the whole question is one which goes back in history to a stupid lack of foresight on the part of employers—an absolute lack of understanding of human nature, chiefly, and a penny-wise and pound foolish policy, and that the absurd and dangerous attitudes which unions have taken and are taking are directly traceable to equally absurd and dangerous attitudes in employers. In other words, the employer, theoretically at least, represents the greater intelligence (I often feel that *that* is mostly theory), and should have taken and kept the lead in labor matters long ago and never let the situation get to the point at which a union leader could get by with any of the things which start hell apoppin'.

"In this sort of thing, the printer is facing the same problem which any other manufacturer is facing, and should be lined up with the thinking men in all lines of industry who are facing the situation and, here and there, getting very close to something like a solution, not by aimlessly passing resolutions which declare them to be 'unalterably and unequivocally opposed' to anything which the unions propose, but by learning a few things about the man they hire and about the way his mind works."

How well the situation is summed up!

An Invitation

VISITORS to Chicago — Craftsmen, their wives and families and those who are in Chicago for the great Graphic Arts Exposition—BEN FRANKLIN MONTHLY begs your attention for one brief moment.

The City of Chicago is to hold a Pageant of Progress at its five-million-dollar Municipal Pier the two weeks following the Graphic Arts Exposition. The Pageant of Progress will be worth remaining over in Chicago a day or a week or even two weeks to see. It will include:

Three and one-half miles of exhibits and more than twenty-five shows.

Great naval maneuvers.

Pageantry.

Street parades.

Motor boat races.

Athletic sports.

The exhibits will be divided into sections, representing distinct groups of allied industries—furs, automobiles, clothing, packing, machinery, books, advertising, printing, lithography, paper products, dairy products, building materials, light, heat and power, transportation by rail, water and air, and many others.

All in all, it will be one of the biggest and best expositions held in years. You should remain over for the fun and the educational features which will be at your service.

BEN FRANKLIN MONTHLY invites you to remain over.

The City of Chicago invites you to remain.

It is up to you.

The Railroad Problem Is Your Problem

PRINTERS are urged to take an active interest in railroad legislation.

BEN FRANKLIN MONTHLY joins with trade organizations in urging its readers to communicate with senators and congressmen asking: (1) Abolishment of the agreements made during Federal control by the Railroad Administration; (2) restoration to individual railroads of complete jurisdiction over questions of wages, classification, and working conditions; (3) the immediate repeal of the Adamson Law, and (4) prompt settlement on the part of the Government of the rental guaranteed for the use of the railroads during Federal control.

The Cost of Advertising Composition

NEWSPAPER publishers of the state of Washington have made a cost investigation and find that it costs eight and one-half cents for every inch of advertising set, and fifteen cents an inch for news; and that the mechanical cost of producing a paper amounts to thirty-six cents for every inch of advertising.

REDINGTON COUNTERS

Meet every production-computing need in the printing industry.

The **Model "D"** is for Chandler & Price Presses

The **Model "A"** for all other light and medium weight presses, folding machines, assembling machines, cutters, stitchers, etc.

American Counters for largest and heaviest printing equipment

F. B. Redington Co. 112-14 So. Sangamon St. CHICAGO, ILL.

WHAT THE HOUSE ORGANS ARE PLAYING

Print versus Duplicating

OVER and over again we are informed that not only public bodies but many business concerns are adopting rotary duplicators for their office stationery and general circular work. Samples of this class of "printing" are also frequently sent us.

The rotary duplicator has come to stay, but will soon find its level and its own small particular corner of usefulness. If the client desires the class of work produced by such agency, any printer who is worried over the matter has but to install a duplicator and himself give the customer exactly what he wants. That, at least, is one view of a development which is evidently troubling many, and the client is usually credited with flaunting his "new" method before the eyes of his erstwhile printer as a result of printing prices of today. He will not pay current rates for printing, but must have printing of some kind.

This exactly hits it off. He does get printing of a kind and nothing more. If this class of circular or letter favorably impresses the customer and brings business, it is up to the printer to show something better. The man who uses the duplicator for roughly produced work obtains what he pays for—and no more—and must inevitably return to his printer for dignified, clear and attractive advertising matter of any kind.

A simple method of meeting this kind of competition —for prices cannot be reduced to the extent customers seem to think they must and will—is to show good printed work and duplicator work side by side. Comparisons are odious sometimes, and at all times educative.

—The British Printer.

What Is the Big Idea in Your Business?

A TOP-NOTCH idea is much more rare than a day in June. But they exist, nevertheless. Notice, for example, what some advertisers are now doing to interest consumers, with apparently little effort.

Take the Hot-Point electric iron. A clever name, but it was just a name to most of us until someone realized that it would be good advertising to turn an iron on end and attach a red cap to the point, and immediately Hot-Point became a fact as well as a name.

Then there is the savings bank whose poster reads: "Where do they get that 'rainy day' idea? We're saving for 'sunshiny days'—aren't you?" An ancient proverb overturned—and an ancient truth substituted. That bank has "started something!"

Both of those ideas are so simple and so obvious that it would seem to the casual reader that anyone could have thought of them. But you can depend upon it, somebody worked mighty hard to evolve them! The trouble with most of us is that we don't think deeply enough to dig out equally effective advertising "stunts."

Don't let some competitor beat you to the big idea about your business!

—Proof, Neely Printing Co., Chicago.

Remember "Local Colors"

A CERTAIN national advertiser—of fabrics, let us say —asserts that color preferences, induced by climatic conditions, seriously affect advertising results.

The South, where the temperature flirts with 90 degrees most of the year, does not respond readily to warm red and pink shades. Tans, which are popular in the East, are repudiated by that western section which is surrounded by dull desert tones, while the north woods dweller naturally prefers any color but green.

Based on many years of experience and experiment, this manufacturer finds that his national advertising exerts the best *average pressure* when the product is represented in plain black and white.

Direct-by-mail, on the contrary, permits the use of actual colors because the printing job can be divided into several classifications, varying the colors of goods shown to accord with sectional preferences. The extra cost thus involved is more than offset by the additional influence of the proper color representation.

Many advertisers, apparently, either have not discovered this fact or their experience does not agree with that of this manufacturer—a leader in his field. The idea, however, is worthy of consideration and individual application by anyone who advertises colored merchandise either nationally or locally.

—Proof, Neely Printing Co., Chicago.

Art Pays

THERE is a delight in producing a beautiful piece of printing which comes only to the true artist. This pleasure is sufficient unto itself. It is seldom mixed with thought of profit or loss. The act of creating a thing of beauty is enough.

Yet, strange as it may seem to some, the printers who are known for the fine work which they do are, almost without exception, money makers.

Beauty is worth a great deal for its own sake. Intrinsically it is worth dollars.

A well-designed and well-set advertisement, prospectus, broadside or cover page, is worth much more to the man who is using it as a salesman than are similar pieces poorly designed and composed. It attracts the eye; it is read more frequently; it proves the worth of its existence.

High quality typography pays everybody—from the man who creates it to the man who pays for it. There is always a market for the work of the artist—the master craftsman—and that market makes little question of price.

A true artist will not have to sell the product of his genius by the hour—he can command his own price.

—The Initialist, S-K-H Typesetting Co., Chicago.

HAMMERMILL BOND
"The Utility Business Paper"

SEND for a set of portfolios that will help you sell more printing.

HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

There is something of interest to you on page 3.
Have you seen it?

If I Were a Printer I Would—

Continued from page 64

discovered wherein lay causes for alarm as to the health of my workmen, I would enlist every man of them in an effort to eliminate those causes and make the printing industry among the leaders in health and safety. And those, if there were any, who would not be enlisted in this effort, I would discharge without ado as a matter of common decency and fairness to the rest of my workmen.

I would make this effort and ask my workmen to make it because a healthy workman is a good workman and will make more money for himself and his employer; because I have too much love for the fun which can be gotten out of business to lessen it by having about me working men who are not healthy, and because there is a strain in the blood of all of us which loves something besides money, and desires, perhaps with little hope of fulfillment at times, to see the workshops of America housing contented instead of discontented men.

In every detail of the direct business relation which existed between my employes and me, I would try to remember that a man who worked with me in my plant was in the same position as any other man with whom I deal in business. I would bear in mind that we were exchanging time for money. But I would regard it as reasonable for him to say that he was buying my money with his time as for me to say that I was buying his time with my money. In other words, I would place myself neither in the position of merchant nor customer in exchanging dollars for the expenditure of human energy, and would feel no more that I was doing my employe a favor by letting him work for me than I would want him to feel that he was favoring me by becoming a part of my establishment. I would rather like to maintain with him the relation of two friends who make an even exchange. And I would want my friend the workman to feel that I was as fair in my part of this exchange as I would insist that he be in his, or as I would want to be in an exchange with any other friend.

There is nothing original about this idea. I have seen it work in one of the large steel mills of America in minute detail and with a success that is the envy of other steel mills where there is perhaps less punctiliousness about such details.

At the American Rolling Mills in Middletown, Ohio, I saw this happen one afternoon: A foreign workman, upon reaching home, discovered that his pay envelope was fifty cents short. He telephoned to the employment manager, who, without any argument, investigated the man's claim, discovered that he was correct and that the payroll department had made an error in calculating his pay, called a taxi-cab and delivered the man's fifty cents to his home.

This company employs 7,000 men, and yet the man who hires them could find time to rectify an error which his company had made, at considerable personal inconvenience. Needless to say, under a program of this kind, errors do not occur frequently.

When I talked to the employment manager about it, he said, "I have made it a hard and fast rule here that the company must rectify at its own inconvenience any errors in which it is at fault, and vice-versa. If the shortage of fifty cents had been due to an error of the man in punching the clock and he could prove that he was entitled to the money, he would have received it, but would have had to come to the payroll department to get it."

In a plant with one of the most successful labor policies in the country, this incident is only a detail. But it is significant of the entire attitude of fairness which was largely responsible for the fact that during the last steel strike the American Rolling Mills were not in the least affected. Going further in results we find that this company has paid dividends for many years which make their stockholders glad that they are fortunate enough to hold American Rolling Mills stock.

Complicated as the whole system of dealing with labor in a plant as large as this seems to be, there is one principle back of every detail which goes to make up this policy—the principle of the square deal. It is expected to work both ways and it does. There is no room there for the workman who is not willing to accept it as his attitude toward the corporation with whom he is working. Added to it is a study of and the application of the principles of scientific management. The result is a condition about as close to harmony between employer and employe as it seems possible for two human organisms ever to attain.

There is something of interest to you on page 3. Have you seen it?

THE UNION PAPER & TWINE COMPANY DETROIT

RADIUM BOND

(WATERMARKED)

A rag-fibre bond of quality at a reasonable price. It has the crisp crackle and strength so noticeable among the high-priced bonds.

It has a distinctive cockle finish that makes attractive letterheads and business stationery. Has perfect printing and lithographing qualities.

Carried in stock in white from Substance No. 13 to No. 24.

WE ARE MICHIGAN DISTRIBUTORS FOR
The West Virginia Pulp & Paper Company's
"MILL PRICE LIST" PAPERS

Does History Repeat Itself?

Continued from page 62

These men served during the convention only and were replaced for the succeeding year by Theo. L. DeVinne, New York, as president; vice-presidents, New England, H. T. Rockwell, Boston; Middle States, J. D. Parson, Albany; Southern States, J. H. Bruce, Nashville; Western States, C. H. Blakley, Chicago; Pacific States, H. S. Crocker, San Francisco; Canada, John Cameron, Toronto; corresponding secretary, Sam Slawson, St. Louis; recording secretary, James Davidson, Louisville; treasurer, A. O. Russell, Cincinnati; executive committee, Howard Lockwood, New York; F. H. Mudge, Boston; George D. Barnard, St. Louis; Andrew McNally, Chicago; Frederick Driscoll, St. Paul; Thomas Williamson, Detroit, and W. H. Bates, Memphis.

The committee which drew up the first constitution and by-laws was composed of Howard Lockwood, New York; P. F. Pettibone, Chicago; H. T. Rockwell, Boston; E. R. Andrews, Rochester, N. Y., and W. H. Woodward, St. Louis.

Humor was injected into the conference when M. A. True introduced a resolution, later tabled, having to do with the correct pronunciation of the word TYPOTHETAE. There is still much dissension over its proper pronunciation and perhaps the fathers of the U. T. A. did wrong to table the resolution.

Mr. True's motion read as follows:

"Whereas, it being highly essential that the name adopted by and for this association be made pronounceable and comprehensible, that members may take the floor and use the word with confidence and impunity, that many well-advised talks may not die 'a bornin',' fearful of the use of our august cognomen: be it

"Resolved, That a committee of three be appointed to dissect and analyze the word T-y-p-o-t-h-e-t-a-e; that investigation and research begin immediately upon the adoption of this resolution; that the committee be chosen from eastern scholars, selected as far as possible from the Boston delegation, where, you know, Typo, Plato, Juno are every-day topics of Greek discussion, and that said committee be instructed to report at the earliest possible moment."

It is reported that this resolution was "humorously discussed."

With regard to apprentices, W. B. Rogers of Louisville, reporting for the committee having under consideration "The Apprentice System," said: "Your committee would recommend that every employing printer exercise his right to employ as many apprentices as he may choose, and that all apprentices be indentured, where the laws of the state are not in conflict therewith, for five or more years, by parents or guardians who may have authority to do so."

The records show 68 accredited delegates. They were:

New York Typothetae: William C. Martin, Howard Lockwood and R. Harmer Smith.

St Louis Typothetae: R. P. Studley, Wm. H. Woodward, Charles B. Woodward, William B. Becktold, George D. Barnard, Sam Slawson, J. W. Steele, Stewart Scott, A. J. Kletzker, W. L. Becker, Charles M. Skinner, Edwin Freegard, George J. Phelps and Richard Ennis.

Chicago Typothetae: Andrew McNally, Charles A. Night, C. H. Blakely, J. M. W. Jones, R. R. Donnelley, George A. Poole, Amos Pettibone, P. F. Pettibone, H. O. Shepard, George E. Marshall, J. L. Regan, W. P. Dunn, F. Barnard, George K. Hazlitt, Franz Gindele, H. S. Tiffany, W. P. Henneberry, E. C. Stuart, D. Oliphant and W. Johnston.

Nashville Employing Printers' Association: J. H. Bruce and George B. Staddan.

Milwaukee Typothetae: N. L. Burdick and W. C. Swain.

Minneapolis Job Printers' Protective Association: F. L. Smith and C. A. Mitchell.

Typothetae Society of Memphis: W. H. Bates, O. P. Bard and A. J. McCallum.

Boston Master Printers' Club: H. T. Rockwell, A. J. Wright and F. H. Mudge.

St. Paul Typothetae: David Ramalay and W. P. Johnston.

Publishers' Association of Louisville: W. B. Rogers, Louis T. Davidson and James Davidson.

Grand Rapids Typothetae: M. A. True.

Springfield, Ill.: H. W. Rokker and Thomas Rees.

Illion, N. Y.: J. L. McMillan.

Albany, N. Y.: J. A. Sleicher and J. D. Parsons.

Columbus, Ohio: L. D. Myers.

Employing Printers of Omaha: Samuel Rees.

Rochester, N. Y., Employing Printers: E. R. Andrews.

Cincinnati Typothetae: A. O. Russell and A. H. Pugh.

Detroit Employing Printers' Association: Thomas Williamson.

Kalamazoo, Mich.: H. H. Everard.

Kansas City, Mo.: Peter H. Tiernan.

Richmond, Va., Master Printers' Association: Thomas Clemmitt, Jr.

Social features were not neglected in those days, as is proved by the first paragraph, giving an account of the carriage ride through the parks. This was followed the next day by a similar tour of the South Side Chicago parks ending with "a cold collation" at the Washington Park Club House. Sixty-eight carriages were needed to convey the party this time. The principal event of the entertainment was the banquet, which was given at Kinsley's on Thursday evening, October 20. The menu was called a "veritable poem of the art preservative," and well it might, for from the wine list it is certain that more than one original outburst of poetry occurred before the affair ended. Read some of the old forgotten names such as Hockheimer, Amontillado, Sauterne, Pontet Canet, Pommery Sec and "Liquers." C. H. Blakely was toastmaster. Speakers included John A. Roche, mayor of Chicago; Richard Ennis, of St. Louis; J. H. McVicker, founder of McVicker's theatre, Chicago; J. W. Butler, founder of the J. W. Butler Paper Company, Chicago; James Davidson, of St. Louis; A. P. Luse, E. A. Blake, P. F. Pettibone, Chicago; Howard Lockwood, New York; Mr. Slawson, Mr. Scott, W. H. Woodward, Mr. Barnard, St. Louis; Mr. Russell, Cincinnati; Mr. Clemmitt, Richmond; Mr. Andrews, Rochester; Mr. Parsons, Albany; H. W. Rokker, Springfield, Ill.; Amos Pettibone, Alex Belford, R. R. Donnelley, John Marder and William Johnston of Chicago.

The banquet ended at 2:30 a. m. with Fred. Barnard's "night-cap," whatever that might be, and the singing of Auld Lang Syne.

Vandercook RIGID BED Composing Room Presses

It is a fact established by those who have the greatest need of quality and speed in the production of proofs that no press can equal, for composing room purposes, presses built on the rigid bed principle. Vandercook Presses are so built.

VANDERCOOK & SONS Telephone Monroe 5078 **452-456 N. Ashland Avenue, Chicago**

Originators and Developers of the Modern Proof Press and Other Machinery and Tools.

THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
MADE AT TURNERS FALLS, MASS. BY
ESLEECK MFG. COMPANY

Many Printing Craftsmen

are men of genius. They possess *the capacity for taking infinite pains* and they do not forget that *trifles make perfection.*

Such men demand good materials. They use and recommend

ESLEECK'S ONION SKIN and MANIFOLD PAPERS

because they have learned that these papers are not only useful but absolutely reliable.

THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
MADE AT TURNERS FALLS, MASS. BY
ESLEECK MFG. COMPANY

The Esleeck Papers

Made of clean, new rags, are strong durable, uniform. Just right for important uses in every business office.

FIDELITY ONION SKIN
EMCO ONION SKIN
SUPERIOR MANIFOLD
are now watermarked

These papers are sold by the leading paper merchants.

MADE BY
ESLEECK MFG. CO.
TURNERS FALLS, MASS.

The Warnock Diagonal Block
and
Register Hook System

Used everywhere that good, profitable printing is done and recognized as
THE MOST EFFICIENT—THE MOST ACCURATE
and THE MOST RAPID

The cover of this magazine was printed on the Warnock Block and Register Hook System at the Chicago Exposition, July 23 to 30

THE PRINTING MACHINERY CO.

WESTERN OFFICE
505 Fisher Bldg., Chicago, Ill.

412 East Sixth Street
CINCINNATI, OHIO

EASTERN OFFICE
45 West 34th St., New York City

MILWAUKEE and WISCONSIN

The largest of the annual frolics held by the W. D. Hoard & Sons Co., printers at Fort Atkinson, Wis., during the many years since the event was instituted by the late Gov. William Dempster Hoard, took place recently at Taylor's Point, Lake Koshkonong, Wis. The lake is some twelve miles from Fort Atkinson, and the trip was made by steamer on the Rock river. More than 200 executives, employes and families connected with the big shop took part. The General Atkinson, owned by the Hoards, conveyed the party. The company, which publishes the Union and Hoard's Dairyman and operates one of the largest job printing offices in Wisconsin, invited the forces of the Jefferson County Democrat Co., C. C. Nettesheim, manager, of Fort Atkinson, and the Jefferson Banner Printing Co., of Jefferson, to join in the party. Bill Zwickel of the Hoard plant was chef of the day. A "Picnic Wireless" was published with the aid of a small handpress taken on the trip, giving all the news of the frolic "in time for supper." Field and water sports were enjoyed.

Herman Bleyer, who learned to set type in the *Evening Wisconsin* office under William E. Cramer during Civil War days, and was obliged to stand on a soap box to reach the case, is now secretary of the Milwaukee Harbor Commission. Mr. Bleyer was for some years foreman of the Evening Wisconsin Co., and then became managing editor, which office he held for more than a quarter of a century. The *Evening Wisconsin* has been sold to the Hearst interests. John W. Campsie is general manager of the Wisconsin Printing Co., job printers, which was retained by the Cramer interests when the newspaper was sold. Julius Bleyer, a twin brother of Herman, continues as an editorial writer on the paper.

David Atwood, for many years a member of the Gazette Printing Co., Janesville, Wis., and one of the "old-timers" in the Wisconsin trade, has been reappointed head of the Wisconsin State Printing Board, which looks after official state publications. He succeeded Harry P. Myrick of Milwaukee upon the latter's death. The first job Mr. Atwood is swinging is the publication of the 1921 Wisconsin Blue Book. Mr. Atwood says it will be a 600-page book, devoted to state statistics, election reports, biographies and summaries of all the state's official doings.

Horace E. Coggeshall, president of the Kirby-Coggeshall Co., Milwaukee advertising agency and printing house, has organized the Thesco Manufacturing Co., Milwaukee, with $60,000 capital stock, for the manufacture, jobbing and importing of novelties, etc., in connection with advertising and printing.

Harry S. Krasney, Karl Krasney and A. B. Sklaw of Milwaukee have organized the Printcraft Co., to conduct a general printing business. The Krasneys are interested in a large bag and burlap business. The new firm is capitalized at $50,000. Complete plans are not yet ready for announcement.

Joseph Ansfeld and Charles Superfon, who have conducted the Juneau Press at 621 Walnut street, Milwaukee, for some years, announce dissolution of the partnership and the sale of the printing plant, good will, etc., to L. M. Pumpiansky. The latter will retain the trade name of the shop.

The Eau Claire Book & Stationery Co., Eau Claire, Wis., has just issued a new advertising folder, entitled "Paradoxical." The text is: "If you want to make full speed ahead you must get the wind out of your Sales."

Milwaukee architects announce that St. Hedwig's Industrial School for Girls, Niles, Ill., is having plans prepared for a new printery and infirmary to cost $125,000.

A reorganization of the central office of the Milwaukee Typothetae has resulted from recommendations made last month by Secretary W. G. Penhallow. The plan creates a department of cost installation and bookkeeping service under supervision of H. G. Candee. Another department created is that having to do with cost system service. Miss Hazel Haisler has been made director of this department. The department having to do with the sales division and credit collections has been placed under the direction of Miss Jane Nolan. It is expected that these changes will make for greater efficiency in the organization.

A legislative review made by the Milwaukee Typothetae, following adjournment of the 1921 Wisconsin legislature, shows that practically all bills inimical to the interests of Wisconsin printers were defeated. The one important exception was the bill fixing the price of state printing, but this is pronounced as of small concern to the rank and file of the membership. State Senator Oscar H. Morris, who is secretary of the Better Business Bureau of Milwaukee and an old-time newspaper man, is complimented by the members for his aggressive work in preventing unfair legislation affecting business.

The Wisconsin Industrial Commission has just announced the results of a survey of Wisconsin printing plants made in June, to determine comparisons in wages and number of employes. The survey was a part of an extended investigation of the employment situation. The commission stated that the number of employes at this time was 1.7 per cent greater than last July, and .7 per cent greater than in April of this year. Total wages increased, on the other hand, 17.8 per cent compared with last July, and were 1.7 per cent greater than in April, 1921.

New members recently joining the Milwaukee Typothetae include Stevens Printing Co., 62 Mason street; Robert Peterson, paper ruler, Montgomery building; United Printing Co., Twentieth and Galena streets; Boehm Bindery, 62 Mason street and the Forester Label Works, 173 Broadway.

NUZUM ELECTROTYPE COMPANY
FORMERLY LAUDON-NUZUM
ELECTROTYPING
WAX RULING
STEEL CUTTING DIES
CURVED PLATES
340-346 JEFFERSON STREET
MILWAUKEE, WIS.
PHONE BROADWAY 1279
MATRICES
STEREOTYPING
BOOK PLATES
EMBOSSING PLATES

CHARLES S. UTZ, President and Treasurer
WALLACE P. ALLEN, Vice-President and Secretary
MILWAUKEE PRINTERS' ROLLER CO.
PRINTERS' ROLLERS
and Tablet Composition
Printing Machinery
Office Room 24, Evening Wisconsin Bldg.
MILWAUKEE, WIS.

CHICAGO

The Hub of the Industrial West

The Cuneo-Henneberry Co., 455 West Twenty-second street, on June 30, filed suit for $50,000 against William L. Hass and Henry Van Artsen, president and business agent of Chicago Pressmen's Union No. 3.

The suit is the result of a strike of 200 pressmen in the Cuneo-Henneberry plant when that company refused to stop printing the western edition of the *Saturday Evening Post* and grows out of the strike in Philadelphia pressroom of the Curtis Publishing Co., which resulted in a lockout of over 800 pressmen by that company in May.

The Cuneo-Henneberry Co. alleges that the strike was unauthorized and in its suit has the backing of the International Pressmen's and Assistant's Union.

The suit, which is to be tried in the Circuit Court, will be pushed to the limit, according to John F. Cuneo, president of the company. The law firm of Campbell & Fischer is handling the case for the plaintiff.

After many years of chemical research and experimental work, the Paterson Parchment Paper Co., of Passaic, N. J., has succeeded in perfecting what it calls "Art Parchment." This paper is especially adapted to art work. It has many uses, including its use in the production of greeting cards and announcements. Samples may be obtained by addressing the company.

Chicago Incorporations for July, 1921

The following firms were incorporated under the laws of Illinois during July:

South Side Printing Co., 450 W. 63d St. Capital, $3,000. Incorporators: Edward Edwards, Edward J. Flynn, Louis J. Schrader: printing and publishing and advertising business.

Republic Envelope Co., 803 W. Madison st. Capital, $5,000. Manufacturing, buying and selling envelopes, paper and paper products. Incorporators: Edward J. Lawler, Harry I. Hawthorne and Andrew B. Curry.

Teich Hegan Co., 426 South Clinton st. Capital, $3,000. To do a general job printing business. Incorporators: Alfred H. Teich, W. W. Hegan, W. G. Hegan.

Central Book Co., 112 Locust st. Capital, $20,000. To manufacture, print, engrave books, newspapers, journals, etc. Incorporators: James E. Hauronic, Ralph Hendershot, Carl F. Faust.

Changes

The Postal Pioneer Publishing Co., dissolved.

Merchandising Publishing Co., dissolved.

Brock & Rankin have leased the five-story building formerly occupied by the Fortune Brewing Co., at 711-17 West Van Buren street, and will use it for warehouse purposes.

Five Chicago men connected with the printing trade saw the fight between Georges Carpentier and Jack Dempsey, July 2, following a strenuous drive by automobile all the way to Jersey City.

Those who made the trip were Joseph L. Strauss, of the Columbian Colortype Co., George H. Madden, of the Kohl & Madden Printing Ink Co., and M. E. Hillison, J. J. Milosch and H. C. Etten of the Hillison & Etten Co. The start was made several days prior to the fight and the party arrived back in Chicago a week later, after having traveled 2,395 miles. While in the East, various cities were visited, including New York and Atlantic City.

Samuel H. Kimball, associated with the J. W. Butler Paper Co. for more than thirty years, was buried July 13. Mr. Kimball died July 11 in Cleveland, Ohio, while on a business trip. He is survived by his widow, two sons, a daughter and two brothers.

Henry Feiler, president of Feiler, Kemp & Co., 543 North La Salle street, was killed by an automobile July 1.

The Field Museum of Art is exhibiting examples of Chinese printing dating back as far as 1461.

The Start of a 2,395-Mile Drive

GEORGE H. MADDEN, J. J. MILOSCH, M. E. HILLISON, JOSEPH L. STRAUSS, H. C. ETTEN

Arthur T. Morey, former head of the Morey Linotyping Co., now George C. Jager, Typesetting, last month purchased the plant of the George Seton Thompson Co. at the mortgagee's sale held June 29. Mr. Morey will not re-engage in the printing business but intends to sell the plant, and has commissioned George R. Smith to dispose of the plant.

It is hoped to sell the plant intact but if this proves impossible Mr. Smith will dispose of the individual machines and other equipment at a private sale on the premises now occupied in the Rogers & Hall building.

Charles J. Barnes, Chicago book publisher, died in Switzerland, July 10, and was buried at Vevey, that country, July 12. He was 85 years old. Mr. Barnes came to Chicago in 1868 as manager of the branch house of A. R. Barnes & Co., which later combined with other school book publishers to form the American Book Co. He was managing director and chairman of the board of directors in Chicago until 1910 when he resigned.

John V. Ross, of Champaign, was reelected president of the Illinois Typographical Union at a meeting held in Jacksonville, Ill., on July 11. Other officers are: First vice-president, J. W. Andrews, Springfield; second vice-president, J. E. Donaldson, Chicago; secretary-treasurer, H. C. Maddox, Alton; trustees, E. J. German, Bloomington; A. L. Wood, Jacksonville, and Thomas Rowan, Alton.

A new continuation school law becomes effective in Illinois, September, 1921, making it compulsory that all working boys in all trades, including printing, receive instruction amounting to not less than eight hours per week. The Board of Education will require boys to return to the public schools for this instruction unless it is provided elsewhere.

John W. Donohue, of the firm of M. A. Donohue & Co., 701-733 South Dearborn street, died July 8 at Mercy hospital. He was 24 years old and was of the third generation of the Donohue family to take up printing as a career. He was the son of John W. Donohue, late vice-president of M. A. Donohue & Co., who died October 17, 1919.

Chicago printers and engravers should be interested in the collection of fifteenth and sixteenth century Italian and German prints now on exhibition at the Chicago Art Institute. The collection belongs to Mr. and Mrs. Potter Palmer and has been loaned to the Art Institute for the summer months.

The Old Time Printers' Association of Chicago is taking an active part in the Chicago Graphic Arts Exposition.

Head of Service Committee

E. L. WILSON

When the Chicago Graphic Arts Exposition Committee found it necessary to supply work for the numerous presses, stitchers, folders, cutters and the hundred and one other kinds of printing machinery on exhibition at the printing show, so that these machines could operate, it picked E. L. Wilson, efficiency and production engineer for the Regan Printing House, Chicago, as the man best suited to handle the job. Accordingly, Mr. Wilson was made chairman of the Service Committee, other members of which are J. F. Daly, W. S. Schmidt, C. S. Eastman and M. C. Wade. Mr. Wilson is also a member of the committee on arrangements for the exhibit.

Mr. Wilson first came to Chicago in 1890 and has been connected with Chicago's printing industry ever since, with the exception of four years spent with the Meyer-Rotier Printing Company of Milwaukee.

G. M. McCarthy, for some time with the Eastern sales force of the American Writing Paper Co., has been transferred to the Chicago territory, where he will work with A. Carey Huls, manager of the Chicago office.

J. Lewis Coath, of the Manz Engraving Co., has been appointed a member of the Chicago School Board, succeeding Dr. Boleslaus Klarkowski. Mr. Coath will serve until 1926.

The death of Peter E. King, secretary of the Empire Paper Company of Chicago, on July 8, removed one of the most popular paper men in the middle west. Mr. King, who was 49 years old, joined the staff of the Empire Paper Company about twenty-five years ago and became secretary two years later. During his long career in the paper trade, he became "Pete" to hundreds of printers in that territory, and, in turn, called them by their first names. Many printers were in the throng which paid its last respects to the paper man at the interment ceremonies at Wheaton, July 10.

The P. D. Q. is the name of a new speed boat owned by the Gaw-O'Hara Envelope Co., and frequently seen on Lake Michigan. The boat is of the cruiser type and capable of making 30 miles an hour. It will be entered in some of the races staged during the Pageant of Progress.

It's Our Error

Editor BEN FRANKLIN MONTHLY:

Where the dickens did you locate the information appearing in the lower right-hand corner of page 42, July BEN FRANKLIN MONTHLY, saying that I was elected President of the Direct Mail Advertising Association?

Among the 106 reasons why that could not have happened, the chief one is that that association elects its officers only at its annual meeting, this year in October.

It is true that at the Atlanta Convention I was chosen a member of the National Advertising Commission, which has no connection, however, with the Direct Mail Advertising Association, and in justice to Joe Meadon of Detroit, who is actually the president of the association and, by the way, an extremely efficient one, something should be said about the error in the August "Monthly."

Sincerely yours,
NOBLE T. PRAIGG,
Director of Advertising, U. T. A.

Make-up Service Spacing Material

THE HUSTED COMPANY

Machine Composition

436 Caxton Bldg. CLEVELAND

FRANK C. DRAKE COMPANY
PRINTING AND LITHO. INKS
1445 LARRABEE STREET
PHONE DIVERSEY 6083 CHICAGO, ILL.

There is something of interest to you on page 3.
Have you seen it?

¶ From unusual sources we contribute to fine paper selection

BONDS

LEDGERS

WRITINGS

To you who are interested in private watermarks, protected stock watermarks, or in fact any quantity orders in quality papers, we offer a comprehensive service that has proven, to the printer, most profitable

E. E. LLOYD PAPER COMPANY

CHICAGO NEW YORK

Established 1905

UNITED STATES AT LARGE

Labor conditions in the cities of Wichita and Topeka, Kans., are fast getting back to normal. In Hutchinson, Kans., which made the start for the Open Shop before May, three shops, representing 80 per cent of the output are running as Open. In El Dorado, Kans., where two shops were involved, the situation was cleared up in two or three weeks, and Fort Scott, Kans., with one union plant, had the same experience. After eleven weeks there has been one change from the original stand made on May 1, the Capper Printing Co. going to a 44-hour week for the summer. It is possible that it will resume the 48-hour schedule in the fall. Other shops in Topeka are running 48 hours and are fast getting back to normal conditions. Crane & Co., one of the leaders, is operating 100 per cent. In Wichita most plants are practically filled, only two or three extra good men being needed to bring the forces to normal. In Pratt, Kans., the union men did not go out and are continuing to work on the 48-hour basis. In Salina, where it was feared a strike would be called July 1, the men have continued on the job, working 48 hours and at the same pay they received during the past year. With the exception of three small shops, Wichita is now running Open where everything was closed before May 1. In Topeka only one card shop is running today. The state organization started February 26 at Topeka has been most successful in holding the employers in line for the continuance of the 48-hour week and is working in conjunction with the national 48-hour league.

Adolph Schuetz of New York was reelected president of the American Photo-Engravers' Association at its annual convention held June 23-25 at Buffalo. Other officers elected were: First vice-president, Charles Stinson, Philadelphia; second vice-president, Henry Petran, Milwaukee; secretary-treasurer, J. C. Bragdon, Pittsburgh; executive committee, V. W. Hurst, Rochester; V. C. Everton, Detroit; F. W. Gage, Battle Creek; J. J. McGrath, Chicago; T. P. Thornton, Dallas, and Louis Flader, Chicago, commissioner.

Wallace R. Farrington, publisher of the Honolulu *Star Bulletin* and a member of the United Typothetae of America, has been appointed Governor of Hawaii.

The annual election of officers of the Ben Franklin Typothetae of Wichita, Kans., has resulted as follows: President, H. O. Brooks, Brooks Letter & Addressing Co.; vice-president, A. G. McCormick, McCormick-Armstrong Press; secretary, Ray R. Dodge, Mid-West Bindery; treasurer, Frank P. Purnell, Western Lithograph & Office Supply Co.; directors, Walter J. Weiss, Grit Printery, and H. W. Albright, Western Newspaper Union. Messrs. Weiss, Brooks and Purnell were members of the old board. At the first meeting of the board, July 6, the budget for the ensuing year was approved and was passed by the club at its luncheon the following day. Committees were named by President Brooks as follows:

Membership, Chairman H. W. Albright, L. S. Ballard, Capper Engraving Co., and Walter J. Weiss; program, Chairman C. M. Gaffney, Advance Printing Co.; Ray R. Dodge and Philip J. Jones, Western Newspaper Union; Education and apprenticeship, Chairman C. H. Armstrong, McCormick-Armstrong Press; Gifford M. Booth, Grit Printery, and C. O. Funk, Western Lithograph & Office Supply Co.; advertising, Chairman H. R. Horner, Horner Print; Dee Allen, Eagle Press, and F. R. Purnell; costs and production records, Chairman R. H. Johnston, Johnston Press; A. G. McCormick and C. D. DeVore, Commercial Press.

Announcement of the tentative program for the thirty-eighth annual convention of the United Typothetae of America was made the middle of July. The convention will be held at Toronto, October 17-18-19-20. One of the innovations will be a school for secretaries starting Friday, October 14, three days before the convention opens, and continuing throughout the convention. Registration will take place Sunday, October 16, and will continue through Monday. Committee meeting will be held the first day and a meeting of the Executive Council on Monday evening. The first general session of the convention will be held Tuesday morning at nine o'clock.

Social meetings of the Open Shop, Closed Shop and Trade Composition divisions, Advertising Typographers' branch, Tariff Printers' and Law Printers' groups, Twelve-Sheet Calendar Manufacturers' and district and local secretaries will be held the evenings of October 18 and 19. The executive session of the convention will be held the afternoon of October 20.

Further plans were being made by the Executive Council meeting in Chicago July 27, 28, 29 and 30, while this issue of BEN FRANKLIN MONTHLY was on the press. These will be announced in the September issue.

The Southeastern School of Printing, 508 Union street, Nashville, Tenn., is now open to students of printing. Complete equipment and competent instructors make it possible to give intensive instruction in Monotype, Linotype and Hand Composition. E. P. Mickel is in charge of the school. The course in the Monotype department covers thirteen weeks on either keyboard or casting machine; twenty-six weeks for both machines. Terms, $50 per month. The equipment includes three keyboards and one casting machine. L. H. Des Laurier is instructor.

The Linotype department includes a thirteen weeks' course. It covers mechanics and operation. The equipment includes four Linotype machines and six Mergenthaler keyboards. W. W. Poland is the instructor, assisted by a competent force. Terms, $150 for the entire course.

The course in hand composition includes lock-up and platen presswork. Tuition is $25 per month. Time not limited. Equipment very complete, new and modern. M. D. Binford is the instructor.

An additional $50 a month is required for living expenses for those students from out of town. At least an eighth grade education is required before admission. Further information can be obtained by communicating with Mr. Mickel.

Standardization of newspaper sizes is being promoted by the National Editorial Association, which announces that the committee appointed to recommend suitable sizes decided upon the following:

Seven column—twenty inches long and twelve ems wide.

Six column—nineteen and three-quarters inches long and thirteen ems wide.

Those who support the adoption of uniform sizes argue that by the adoption of those sizes the paper makers and press manufacturers will be able to eliminate many sizes now required, and prices may be lowered.

Reports show that 55 printing and engraving establishments failed during the first five months of 1921. Total liabilities of these 55 concerns were $2,979,706. This is more than the number of failures in these two industries for the two years of 1919 and 1920. In 1918 there were 77 failures.

Two of the composing machines for use in the co-operative printing plant being started by the Toledo Typographical Union have arrived in that city according to union officials. The plant is located on the ground floor of the Toledo Labor Temple.

Is It Right To Neglect Any One Feature of Your Printing Plant?

IS it business-like to wage economy on the most important part of your Printing Press—the ROLLERS?

CHICAGO ROLLERS have the *needed quality* to produce GOOD PRINTING. CHICAGO ROLLERS give expected and satisfactory service and make the business of printing a pleasure.

PHONES WABASH 1967 -- WABASH 2249

CHICAGO ROLLER COMPANY 554-600 West Harrison Street CHICAGO, ILLINOIS

Announcing a new firm

organized and planned to give to you, the printer, that measure of quality and service that will compel your business.

Mr. Sam Simons has joined Mr. Kerr with not alone that object in view, but with the equipment and ability to render the high standard of excellence in their product and service that you have been looking for.

MONOTYPE and LINOTYPE
COMPOSITION and MAKEUP
DAY and NIGHT SERVICE

Kerr-Simons Typesetting Co.

732 Sherman Street, Chicago

Wabash 7192-3-4

Mechanical Perfection Dangerous

Continued from page 65

Printing, to attain the dignity and breadth of style that was characteristic of the fifteenth century printing, must return to the high standards of that day — standards reached only by a definite aim toward beauty and order and now in danger of being overlooked by attempting to meet the demand for mechanical perfection. Good type designs alone will not produce fine printing; a poor letter-form may be well printed or a good one, badly printed. Old types more often than not were badly printed, but the *typography* was fine because the arrangement was thoughtful and appropriate to the subject, and types, decorations and proportions all received equally the most scrupulous care and attention.

Our types, mechanically, are more perfect; our designs, in the main, are not as good as the designs of the early Italian printers; nor will they be as good until designers of letters give more thought to the fundamentals of their craft, to its limitations and technique and less thought to mechanical perfection. Letters have passed through their periods of uncertainty and change; their long history and manifold associations have brought them to a point where they are classics, classic because fixed, and they may not now be tampered with except within the narrow limits that a just discretion will allow. Types are the simple and inevitable corollary of the letters of the written books, but simplified to meet the exigencies of type-founding. This simplification in no way calls for any sacrifice of beauty, or legibility, or even the originality which comes from giving new expressions of interest and beauty to the essential forms fixed for us by long use. With the models at hand, endless variations may be played with—no necessity for mock forms.

Mechanical affectation of finish will not take the place of real knowledge of form; nor will imitations of the early craftsman's work necessarily produce results fit to present needs. Thoughtfulness based on knowledge, good taste developed by analysis of beautiful forms, sincerity and modesty will go far toward producing types that will at least equal, if not surpass, the old.

For the Modern Service Printer

Continued from page 67

Cover?

That soft "tea" antique cover is good. Print the key plate in a greenish black, using a vivid green like that of the inside of the book, to furnish high spots of color.

Proofs?

"I had best show you a specimen page before proceeding with the setting of all of them. I'll also make color proofs of the cover to be certain our color scheme is O. K.

The following points were brought out by this man:

The use of an illustrated cover, showing products in actual use. Advisable when catalog is to effect single sale but not desirable when catalog is for reference.

Round cornering. Advisable when book has frequent use or is, perhaps, kept in pocket. String in catalog is favored if it goes to small store or shop where facilities for filing are absent or not used.

An all-over design on outside of moderate-sized self-covered book gives effect of cover, is economical and is satisfactory when book endures limited or brief handling.

High-grade catalog, not to be ruined by mailing in frail envelope. Heavy envelope and strawboard or corrugated board protector is worth the cost.

Shipping and billing portion of catalogs to our Canadian Branch. Yes, his shipping department knew packing requirements and custom requirements as to declaration and billings or would learn them. He said he would like to have the Canadian order but believed the high duty made the making of electro plates and having the work done in Canada the most economical procedure. Besides, he knew printing costs were lower in the town where our Canadian Branch was located—learned that from Typothetae reports.

There was a great deal more my capable salesman knew. He earned the right to that desired "inside track" to the buyer's good will and, while price remains a not unimportant factor in the placing of our business, he is certain to get the business on an even break with other *good* printers and probably when he is not too much above them.

Chicago Printers "Go Up in the Air" but It's Not Labor This Time.

Atlantic City, July 4

J. J. MILOSCH AND H. C. ETTEN

M. E. HILLISON AND JOSEPH L. STRAUSS

There is something of interest to you on page 3. Have you seen it?

Bonus Solves Apprentice Problem

Chicago School Finds It Necessary to Keep Boys Under Supervision Until Entire Term Has Been Served and Bonus Helps in Doing It

By J. N. CLIFFORD

THE experience of Chicago employers in operating the Typothetae School of Printing, where boys in open shops are given academic training, is an interesting one. It was recently outlined by F. W. Smith, chairman of the school committee of the Franklin-Typothetae of Chicago.

Excerpts from Mr. Smith's report show that two boys attended the school in June, 1918. They remained until the following winter when they went to work on full time. The following year 12 boys were kept in training. Difficulty was experienced in getting boys to attend the school and to keep them in attendance after they had once started. Trouble was also experienced in establishing a point of contact with the Chicago School Board. Employers were much discouraged but by persistently keeping at it the school has grown until last year sixty boys were trained.

It has been the policy of Chicago's school to keep the boys two years, after which they are turned over to the shops unsupervised. This has proved unsatisfactory, because the boys immediately feel that they are finished workmen capable of making their own bargains. An offer of fifty cents a week more from another firm will cause them to quit. This has been overcome by a bonus plan which continues until the completion of the apprenticeship, making it well worth the boys' time to remain under supervision.

There is still something lacking, however, and it is planned to keep in personal touch with each boy until his training is completed. This is easy to do during the first two years while the boy attends the school but after he starts working full time the difficulty of the supervisor increases.

Mr. Smith points out that the equipment of the Chicago school is much less complete than that of many of the city's public schools. That the Typothetae school should have the best equipment in the city is the assertion of Mr. Smith, since the public schools make no pretense of trade training while the primary purpose of the Typothetae school is training for the trade.

A report of the number of boys trained since the foundation of the school shows that:

During the year 1919, 2 boys completed the two-year course.

During the year 1920, 3 boys completed the two-year course.

To date, in 1921, 15 boys have completed the two-year course.

During 1921, 34 boys will complete the two-year course.

The present enrollment is 65 boys.

The school has recently moved to new quarters at 412 South Desplaines street where it now has a capacity for eighty or ninety boys.

One of the features of the school has been the medical attention given the apprentices without cost to themselves. Thirty-four boys received this attention last year. Twenty-three boys have had dental attention at a cost of $264.05 for materials alone. This amount is to be paid by the boys.

Seventy-seven boys are now beneficiaries in the bonus account. A total of $3,859.60 has been credited to them, only $78.50 of which has been forfeited by discontinuance of their apprenticeship.

Thirty-four members of the Typothetae division of the Chicago organization are co-operating with the school. Recommendations made for the improvement of the school include the installation of equipment which will make it possible to continue training boys who have completed the two-year course; the establishment of a school library, and an extension of training into other fields than that of hand composition.

It is also hoped in time to take care of high school graduates and boys with a fair knowledge of printing without requiring them to attend school for the full half day.

The Next Generation

SEATTLE scores! A Father and Son banquet was held by the Seattle Typothetae last month. Three generations of printers attended. Seattle is wise. It believes in getting the sons interested in stepping into dad's shoes. It believes in making printing a craft the boys will be glad to follow.

Anyway, it's a mighty good thing to get father and son together for social purposes as well as to prove to the boys that their father and the other master printers are men of whom they can be proud. Make it so that when some other youth asks, "What does your dad do?" the answer will come clear and bold, "*He's a printer!*"

MARINE BOND

(WATERMARKED)

has nobly stood the test of all users of good bond papers where excellence of quality is required in an attractively priced paper—a paper that satisfactorily meets the requirements of the more extensive users of good bond papers at a medium price.

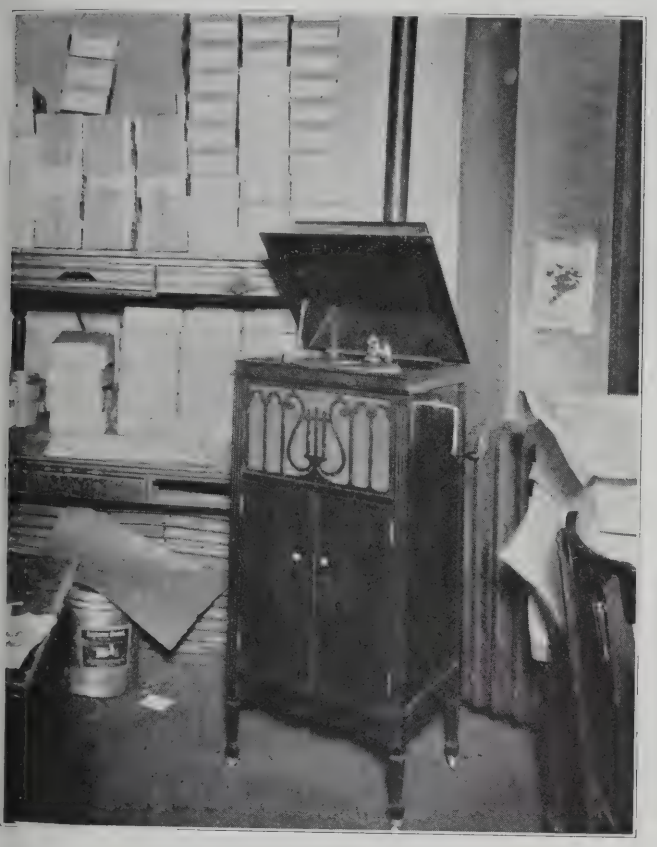
Carried in stock, white and six colors, all sizes and weights. Colors stocked in No. 16 and No. 20 substance, 22x34, 24x38 and 28x34.

SWIGART PAPER CO., 653-707 S. WELLS STREET

PHONE HARRISON 1155

A Phonograph in a Print Shop? Certainly!

A PHONOGRAPH in one corner of the plant of the Sanders Printing Company, Chicago, forms one of the most valuable pieces of machinery in the shop, according to M. W. Sanders, the owner, for it outlines the policy of the company with regard to its sixteen employes and helps keep them interested in their jobs. Music is played from records brought in by the employes during the noon hour and at other odd moments.



The Phonograph as it appears in the Sanders' Shop

The phonograph isn't the only unusual feature about the Sanders plant. Another is its machinery, all of which is painted white. Still another is fresh flowers which always can be found in the outer office, month in and month out. A florist who specializes in such service delivers them several times a week. A nineteen-year-old boy as foreman of the composing room, and an elaborate system of keeping the exact time consumed in each operation by means of a special clock are other unusual features in this small shop.

Over in one corner can be found a Peerless press valued today at $25,000 by Mr. Sanders, although it cost but $182 second hand when Mr. Sanders first started in business 18 years ago. It was this press which gave the company its start. Today the concern has seven jobbers, three with automatic feeders, and one Miehle, in addition to other mechanical equipment. Mr. Sanders tells an interesting story in connection with his start in the printing business; how he spent his entire capital of $182 for the purchase of four sizes of type and the Peerless press which he now values so highly. After making his purchase, he had to walk home for lack of carfare.

Special Fare to U. T. A. Convention

SPECIAL railroad rates of fare-and-one-half will be granted those attending the United Typothetae of America convention in Toronto, October 17 to 21. Definite announcement of this fact was made late in July by the U. T. A.

Value of Printing Doubles in Five Years

A COMPARISON of the number of printing and allied establishments in the United States in 1919 with the number in 1914 shows a healthy growth, healthy in that the number has not increased beyond the proper proportion.

What is far more significant is the 1919 value of the product in each line as compared with 1914. This shows that while the increase in the number of plants has been comparatively small the increase in the actual value of the products has been immense. In other words, each plant has largely increased the amount of work it produced in 1919 over that of 1914.

For instance, in the book and job printing and publishing industry, the number of plants in 1914 was 12,115. In 1919 there were 12,968 such establishments, or an increase of but 853 plants. On the other hand, the value of the product in 1919 was $600,503,000 as against $307,331,000 in 1914. The number of plants has increased only one-fourteenth while the value of the product has nearly doubled.

Another significant fact to be noted is the decrease in the number of newspaper and periodical plants. Whereas, in 1914 there were 19,317 such plants, in 1919 only 17,335 were reported or a difference of nearly 2,000. This is due to the newsprint famine between the years 1914 and 1919. On the other hand, those newspaper and periodical publishing plants which did survive did a business in 1919 almost twice as large as in 1914.

The complete comparison as given by the U. S. Government Census shows the following:

Industry	Number of Establishments		Value of Products	
	1919	1914	1919	1914
Bookbinding and blank book making	1,122	1,124	69,248,000	38,104,000
Boxes, paper and others not elsewhere specified	1,204	1,043	213,384,000	74,711,000
Dyestuffs and extracts, natural	140	112	55,962,000	20,620,000
Engravers' materials	21	13	2,248,000	768,000
Engraving and die sinking	550	486	7,333,000	3,134,000
Engraving, steel and copper plate, including plate printing	421	399	24,209,000	13,786,000
Engraving, wood	55	72	1,154,000	719,000
Envelopes	106	90	39,664,000	18,481,000
Ink, printing	89	70	26,238,000	13,830,000
Lithographing	330	336	73,363,000	39,136,000
Photo-engraving, not done in printing establishments	420	376	29,245,000	15,539,000
Paper and wood pulp	714	718	794,350,000	332,147,000
Paper goods, not elsewhere specified	305	310	101,473,000	48,871,000
Printing and publishing, book and job	12,968	12,115	600,503,000	307,331,000
Printing and publishing, music	155	180	15,894,000	7,271,000
Printing and publishing, newspapers and periodicals	17,335	19,317	892,415,000	495,906,000
Printing materials	83	94	4,935,000	2,111,000
Stationery goods, not elsewhere specified	151	189	59,495,000	21,903,000
Typefounding	23	31	2,090,000	2,320,000

Engdahl Bindery
Edition Book Binders
412-420 Orleans Street, CHICAGO
Just Across the New Franklin-Orleans Bridge
Telephone Main 4928
"Books Bound by Us Are Bound to Satisfy"

New Sample Book

NASHUA INDIAN BRAND NO CURL GUMMED PAPER

A new sample book not over-elaborate or cumbersome in size or bulk, but conveniently and attractively arranged, showing the full stock line of Nashua Indian Brand No Curl Gummed Paper.

Of the paper itself little need be said, as in every printing plant in every state in the Union this paper is recognized for its exceptional qualities.

Feeds into the press absolutely flat, and under the most adverse climatic conditions the run goes thru at top speed.

The many different grades meet every requirement, from the cheapest "sticker" work to the finest half-tone color printing.

Probably you specify Indian Brand on every job and know the line so well that you don't need a sample book—nevertheless, there is a new one here—

Waiting for you to say, "Send it along."

NASHUA GUMMED AND COATED PAPER COMPANY
NASHUA, NEW HAMPSHIRE

Welcome Craftsmen

We're mighty glad to see you.

We're mighty glad of this opportunity to bid you welcome to Chicago.

We know how it is---even when you're on a vacation like this you like to drop into a printing plant, just to get a breath of honest-to-goodness air such as only a printing plant can furnish you.

So when you get to feeling that way drop into one of the following plants and stay five minutes or all day. You'll be welcome and incidentally you'll have an opportunity of seeing some of the most modern Trade Composition plants in America.

Make yourself at home in any of these plants:

American Typesetting Corporation..... 123 W. Harrison St.
A-to-Z Typesetters..... 117 N. Wells St.
A. R. Buckingham..... 15 So. Market St.
Champlin Law Printing Co..... 172 W. Washington St.
Chicago Typesetting Co....727 So. Dearborn St.
Craftsmen Typesetters..701-703 So. LaSalle St.
Empire Typesetting Co.....730 N. Franklin St.
Englewood Typesetting Co.....540 W. 63rd St.
Jager, George C..... 422 S. Dearborn St.
Kerr-Whitmire Typesetting Co..732 Sherman St.
Kilgore Linotyping Co.....326 W. Madison St.
M. & L. Typesetting Co..... 4001 E. Ravenswood Ave.
Mathews Typesetting Co.....626 Federal St.
Moeller Typesetting Co.. .162 W. Austin Ave.
Quality Typo Co.....542 So. Dearborn St.
S-K-H Typesetting Co..... 149 W. Ohio St.
Smith-McCarthy Typesetting Co..... 508 So. Dearborn St.
Standard Typesetting Co.....701 So. LaSalle St.
Superior Typesetting Co.....732 Federal St.
Trade-Shop, Typesetters.....218 So. Clark St.
Walden Typesetting Co....720 So. Dearborn St.
Woodlawn Typesetting Co.....1221 E. 63rd St.

They're members of the Trade Composition Association of Chicago, a branch of the Franklin-Typothetae—Guarantee enough!

Durafold Enamel
Radiant Enamel
Parian Enamel

Interwoven Cover
International Cover
Neapolitan Cover

Velvatone Book
Artcraft Offset
Ivory Super

U. S.
Index
Bristol

Congress
Index
Bristol

Memo
Index
Bristol

PROFIT PRODUCING

PRINTING PAPERS

PARKER THOMAS & TUCKER PAPER CO. CHICAGO

MANY LEADING BRANDS

CARRIED BY

Parker, Thomas & Tucker Paper Co.

535-539 S. Franklin Street, Chicago

TELEPHONE WABASH 2630

Efficient service by an organization of experienced paper men

Old
Ironsides
Ledger

Resolute
Ledger

Oxford
Ledger

Housatonic Bond
Certified Bond
Chieftain Bond

Howard Bond
Franchise Bond
Harvest Bond

Bantam Manifold
Owl Typewriter
Eiderdown Bond

ORCHID LINEN BOND

MODEST IN PRICE

A RAG PAPER, AIR DRIED, TUB SIZED
SAMPLES ON REQUEST

MADE BY

LEE PAPER COMPANY

VICKSBURG, MICH.

WITH OUR ADVERTISERS

Linotype Men Home From Europe

After three months abroad in the interests of the Mergenthaler Linotype Co., Norman Dodge, vice-president and general manager of that concern, returned to New York City July 1 aboard the steamer *Adriatic*.

Fred C. Grumman, assistant manager of the New York agency of the company, who left for England in April with Mr. Dodge aboard the steamer *Cedric*, also returned July 1 on the *Adriatic*.

According to Mr. Dodge, who visited England, Belgium, France and Germany, the people of the latter country are working industriously again, and food conditions there are greatly improved; conditions in France are fair; and Belgium is coming back rapidly.

Mr. Grumman spent several weeks in and about London, before leaving for a week's stay at The Hague. From the Netherlands he went to Brussels, Belgium, and later visited Rheims, Versailles, and Paris, France. Upon his return to England he made his headquarters at the works of Linotype and Machinery, Limited, at Manchester. And before leaving for America, he spent some time at Edinburgh and Glasgow, Scotland.

While in London, Messrs. Dodge and Grumman visited the Sixth International Printing, Stationery and Allied Trades Exposition, at Agricultural Hall.

Beckett Co. Samples

One of the finest examples of the embosser's art that has come to the attention of this office is that sent out by the Beckett Paper Co., Hamilton, Ohio. The subject which is reproduced is "The Fountain of the Great Lakes." The paper used is White Buckeye Cover, double thick.

Monotype Wins Decision

The Monotype Machine Co., of Philadelphia, won its suit against the Pittsburgh Typefounders Co., distributors of the Elrod machine, charging infringments of Monotype patents, July 13, when Judge Hugh M. Norris of the District Court of the United States for the District of Delaware handed down his decision in favor of the plaintiff. In his decision Judge Norris says:

"I have examined the patents put in evidence by the defendant as illustrating the prior art. Even in the light thereof, I think that defendant's operation is an incremental casting operation, not a drawing one, and that defendant's mold performs the same function in substantially the same way as does that of plaintiff. Hence, I find claims 1 and 2 of Patent No. 1222415 and claims 4 and 5 of Patent No. 1237058 valid and infringed."

"Eight Bells" Rings the Bell

"Eight Bells" is the name of a new house organ, the first issue of which has just been sent out by the Superior Typesetting Co., Chicago.

The little magazine makes a very favorable impression, both editorially and because of its typographical appearance. J. J. Smith and A. J. Cuchna are its editors.

When Jolly Good Fellows Get Together

CHICAGO CRAFTSMEN ON OCCASION OF TENTH ANNIVERSARY, MAY 21

CHAS. H. COLLINS

Representing

American Assembling Machine Co., Inc.
Berry Machine Company
George Sague
Ward & McLean

Selling

Juengst Gatherer-Stitcher-Coverer
Juengst Automatic Side Stitcher
(60 to 90 books per minute)
Rowe Straight Line Trimmer
(25,000 ¼" books trimmed per hour)
Berry Round Hole Cutter
Berry Pneumatic Bindery Tools
Berry Semi-Automatic Feed for Board
Climax Roller Washing Machine
(Wash up cost 2c per press)
American Looping Machine
(Punching & Looping with twine—One operation)

501 Plymouth Court
Phone Wabash 5190
Chicago, Illinois

Fifty Linotypes Shipped in Recent Week

Although the hot summer months are not particularly busy ones in most lines of business, the weekly output of the Mergenthaler Linotype Company continues to reflect a healthy condition of things in the printing and publishing fields.

In the first week in July there were shipped from the Brooklyn factory of the company fifty Linotypes. To the Ledger Publishing Company of Johnstown, Pa., went one Model 14 and five Model 8's; to the Times Company, Inc., of Washington, D. C., went three Model 8's and three Model 14's; and to the Dispatch Printery and Bindery Corporation of New York City, and to the Register Publishing Company of Red Bank, N. J., went a Model 24 machine, the very latest thing in the way of multiple-magazine Linotypes.

Rutherford Forty Meets With Success

For the past year and a half the Fuchs & Lang Mfg. Co. has been advertising in the various trade journals a black which they have called Rutherford Forty. After constantly and consistently advertising in the trade journals the demands for Rutherford Forty have assured the Fuch & Lang people that they have made an ink that is becoming popular throughout the country.

Rutherford Forty is named because of its price, 40 cents per pound, and is an ink that works equally well on machine finished, super sized and calendered as well as enameled book papers. Letters also indicate this ink can be used not only on book papers, but on bond papers and for job work.

The Fuchs & Lang Mfg. Co. is being congratulated on its sincere efforts and also on its consistent method of bringing before the public a product of such merit.

N. E. A. Adopts Franklin Price List

The July 18 issue of the *Business Printer*, issued by the Porte Publishing Co., Salt Lake City, was devoted to the work of the National Editorial Association. The N. E. A. recently adopted the Franklin Printing Price List for the use of its members.

The Porte company also is preparing a report on all local, county and state printers' organizations throughout the United States and Canada, and requests that the various associations send in a list of their officers and other information in order to make complete its report.

Dejonge Paper Popular

It is a significant fact, according to Louis Dejonge & Co., New York, that all five of what have been termed "recent masterpieces of printed salesmanship" have been printed on Dejonge Art Mat. The five pieces of advertising literature so named are: "Man and His Wardrobe," Marshall Field & Co., Chicago; "Victrolas in Period Style," Victor Talking Machine Co.; "The Shaker Heights Subdivision" of the Shaker Heights Improvement Co., Cleveland; "The Doorway," New York National Park Bank, and "Quality and Cost," Ginn & Co., Boston.

Advertise U. S. Bond

A noteworthy piece of direct-by-mail advertising literature is that recently sent out by Dwight Bros. Paper Co., Chicago, advertising Uncle Sam Bond. Typography, arrangement and presswork all speak well for the company which printed it and Dwight Bros. Paper Co.

Neenah Paper Co. Completes Big Improvement

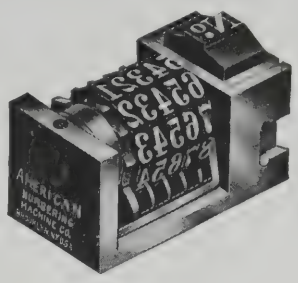
Neenah Paper Co. has just completed extensive improvements which will give this company's mill at Neenah, Wis., about 60 per cent added capacity.

The improvements include the installation of a new 120-inch Fourdrinier machine with its necessary complement of beaters, washers and jordans. The rag room facilities have been greatly enlarged and improved, resulting in very much better working conditions for the help. This is also true in the new and thoroughly up-to-date boiler house and engine room, which was one of the first units to be completed and has been in operation for some time. A new two-story calender building and additional warehouse capacity have been added also. A new enlarged and very efficient filter plant completes the major improvements in the plant. The opportunity was also taken at the same time to renovate to a large extent the older portions of the mill.

The company feels that with the resumption of business it will be in a better position than ever to offer its usual service on its well-known *Owl* mark brands to a much larger list of customers than has been possible heretofore.

Numbering Machine Used on Ben Franklin Monthly

This issue of Ben Franklin Monthly was numbered with an American Model No. 30, made by the American Numbering Machine Co., 220 Shepherd avenue, Brooklyn, N. Y. The Model 30 machine has several features which add to its value in the print shop, including a cold rolled steel case, giving it great durability, which add to its value in the print shop. Its rapidity of adjustment and adaptability to any machine are other features. The cut shown above gives the reader a fair idea as to the actual construction of Model 30.



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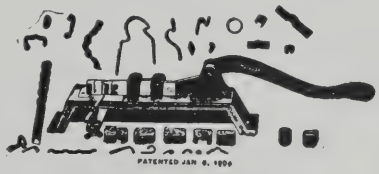
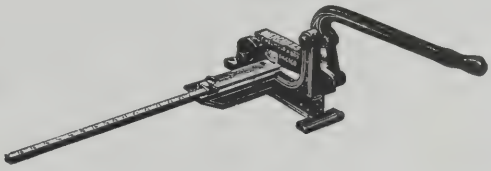


Eureka Steel Rule Bender



Hercules Steel Rule Cutter

Steel Cutting, Creasing, Wave and Perforating Rules

CUTTING RULE

2 Pt. Center Face
2 " Side "
3 " Center "
3 " Side "
4 " Center "
4 " Side "
6 " Center "
6 " Side "

Tempers: Soft, very soft, hard

CREASING RULE

2 Pt. Round Face
3 " " "
4 " " "
6 " " "
8 " " "
10 " " "
12 " " "

This Rule can be had in Round or Flat Face

WAVE RULE (*Soft Only*)

2 Pt. Fine — 2 Pt. Medium — 2 Pt. Coarse — 2 Pt. Long Wave

All above 25 cents per foot

PERFORATING RULES

6 Tooth — 12 Tooth
8 Tooth — 18 Tooth

PRICES

Soft	Hard	Bright and Hard
2 Pt. at 20	25	30
3 Pt. at 25	30	35

STEEL CROSS CUT PERFORATING RULE

2 Point at 65c per foot. *Furnished in 4 ft. fonts cut L. S. at $2.85 per font*

STANDARD HEIGHT

Cutting Rule 15-16 in. — Creasing Rule Type High

Telephone Lincoln 1774

J. F. Helmold & Brother
1462 Custer Street
CHICAGO

Almost as True in This Country

COMMENTING on the condition of the printing industry in England, *The British Printer* says: "It is computed that 10 per cent of our letterpress and litho printers are unemployed, and of the remainder, 50 per cent are on short time. In many centers only half time is being worked. A feature of the gradual decline is that in most offices all the staff has been retained on gradually shortening hours instead of dismissing some men and retaining others on full time.

"Until the national industries assume working conditions no betterment can be expected for the printing trades, and meanwhile paper merchants and paper makers, process engravers and all the supply houses are practically stagnant. Never was there such need for patience and for mutual understanding between employers and employes and between printer and client. Happily, the former is with us, and the present-day question of wage reduction will be faced with reason and full consideration of economic facts and trade conditions.

"The pity of it all is that there is a vast amount of printing simply awaiting the turn of the peace tide. If once we can have industrial harmony throughout the country the printing industries will be long occupied in making up arrears. Every trade and profession is run almost "bone-dry" of printing—literature, catalogs, showcards, booklets, and even office stationery—and there should be ample employment for everyone."

MACHINE KNIVES · BARS · PLATES · QUALITY · DAYTON OHIO

Three Generations of Knife Makers

have developed the *Simonds Dayton* Paper Trimming Knife to the highest degree of perfection. Every knife guaranteed. Every purchaser a pleased customer.

See our Exhibit—Booth 217 Coliseum

CHICAGO SALES OFFICE AND STOCK ROOM: 441 South Dearborn Street
TELEPHONE HARRISON 2321 W. C. SMITH, Chicago Manager

THE A. A. SIMONDS & SON CO., DAYTON, OHIO

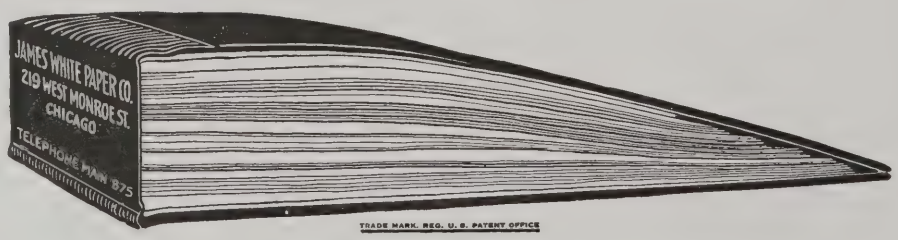
NEW LINES RECENTLY ADDED

ANTIQUARIAN COVER—Antique—Ripple Finish
2 Sizes — 2 Weights — 10 Colors

ARTLOVERS' COVER — Vellum Finish
1 Size — 2 Weights — 9 Colors

PATRICIAN COVER — Crash Finish
2 Sizes — 2 Weights — 8 Colors

LODESTONE COVER
2 Sizes — 5 Weights — 6 Colors



JAMES WHITE PAPER CO.

Telephone Main 875 219 W. Monroe St., Chicago

Typesetting—Electrotyping in *One* Plant

Don't split your typesetting and electrotyping orders. It is now possible to obtain both services in one plant—*the largest in the world*—occupying over forty thousand square feet of floor space. We are saving buyers time and money, and relieving them of many worries incident to the "time between" typesetter and electrotyper, and the "passing of the buck" of both.

While we do typesetting and electrotyping complete, we solicit your orders for either or both.

Central Typesetting and Electrotyping Co.

450-472 West Superior Street, CHICAGO

Telephones Superior 307—*All Departments*

THIS ADVERTISEMENT SET AND ELECTROTYPED IN OUR OWN PLANT

In Doubt?—Make It a Horse Race

Continued from page 66

A valve factory was moved into a fine suburb where it had two handicaps. Residents objected to a factory, and employes had to ride nearly an hour to their work. An efficiency engineer was given the job of developing spirit in this factory's organization, and did it by the horse race method. A baseball team was formed and challenged the local nine, which haughtily refused to play a team of mechanics. So another factory team was organized. Presently every department of the factory had a ball team, and girls were going in for athletics. Within six months it was necessary to have a regular field day for employes.

The merit and demerit marking system used by many American railroads is another excellent form of horse race which may be applied as a stimulus in the printing trade and in many other kinds of business. Good work, punctuality, steady attendance, and the like, are rewarded by credit marks, and mistakes by deductions from an employe's record. Applied to employes in a printing plant, this plan sets up an ideal of one hundred points for each kind of work. Deductions are made because of inefficiency, tardiness, absence without proper cause and other infractions of shop rules. Cash prizes are given for the best records, and when tardiness, falling off in efficiency or other undesirable conditions develop in the organization, they can be met and overcome by special prizes for better records in those particular things.

The contest is as old as humanity. Capable of countless applications to meet business conditions, it is ever new and potent. Its appeal, when well planned and conducted, is as unfailing as human nature itself. When in doubt, make it a horse race—you won't wear the idea out!

Some Mistakes the Printer Makes

Continued from page 61

These are some of the troubles I came in contact with in a large printing establishment. In this shop, which handles scores of publications, there is a great deal of system. No one ever goes ahead without an O. K. which is perfectly proper.

In dealing with small printers, the reverse seems to rule. When I give an order for letterheads to a small shop, it is an even bet as to whether I do or do not see a proof. About half the time, the completed job is dumped onto my desk while I am wondering whether I have to telephone again about a proof. The small printer seems to regard himself as a better judge of the job than the man who ordered it. He is probably right at that, but the man who is responsible usually wants to inspect a proof before he puts an O. K. on the work.

These are a few general criticisms, given for what they are worth. As I grow older, I realize that the printing business is probably the most complicated in the world. There are more chances for mistakes in it than in any other with which I have come into contact. Also the fellow who orders a job sometimes leaves the instructions so vague and ambiguous that the printer is at sea. I realize my own instructions, in spite of care, are in this category. The editor or advertising manager knows what he wants so well that he assumes the printer must know also.

The world is moving. The printer and his patrons are showing more forbearance and more interest in the other fellow's problems. If this keeps up, I will go down to the printer some day to make up my magazine, and I will be shown fresh galley proofs, on which corrections marked on the first galleys have been made, for my perusual. Then I will know the milennium has arrived.

Don't Be Afraid to Give Advice

Continued from page 63

reason if those who are selfishly interested in any proposition do not know its strongest points no one will.

Another article has covered the service that the modern printing buyer expects from the producer of printing and this article does not attempt to delineate those points. Instead we shall cover only those ways and means that producers of printing may use to get printing orders right now, based upon the old, old Baconian principle of *giving counsel.*

Demand Certain to Return

Of course, you know, every reader of this, that the day is coming, not far distant most of the prognosticators say, when—practically speaking—*everyone* is going to want printing and printed salesmanship. When that day comes everyone will, to re-hash the old gibe, want it "delivered yesterday."

The result?

Many will be disappointed, both as to delivery and, perhaps, by the results secured, due to the inevitable rushing at that psychological hour.

How can this be avoided?

By *advising* all of your customers and prospective customers right now of the situation and its possible outcome and *advising* and *counseling* them to give you a go-ahead on set-up, layouts, etc., even though they do not put the material into final form at this moment.

There has been quite a lot of talk—loose talk often—about prices coming down in this commodity, that product, etc. Printers have met this talk. It becomes a part of the counsel of a wise printing salesman to advise his customers and prospective customers on this score also.

Bacon would have made a better salesman of printing than Hubbard because he sensed that ever-present desire to "pass the buck," if we may be allowed to drop into the vernacular. Hubbard felt that all business men were snobs and wanted advice from no one, Bacon knew that they, all wise business men, take all the advice and good counsel which they can get, and they realize that through good counsel good business comes.

Equally True in Any Business

Bacon necessarily assumes that the counsel will be *good counsel,* and good counsel is honest and sincere. It is that counsel which, when asked to prepare a dummy for a broadside of mammoth proportions on a cheap grade of paper, perhaps suggests a broadside one-fourth the size of the original on quality paper, which means a saving to the customer in the point of first cost and a great increase in returns through the stronger appeal.

Good counsel means counsel which is unbiased and unprejudiced. Counsel which says: "Stop, look out for the trains," as well as says: "Clear track, no limit on speed." Counsel which helps in the compiling of plans as well as in the production of printing.

The printing salesman who follows in Hubbard's footsteps, as delineated by the epigram anent advice, will be found figuring on how much lower he must cut the price to be sure of having a chance. He will be merely an order-taker, or, perhaps, more accurately speaking, an "order chaser," rather than a producer of business.

And after all, isn't it simple?

You desire a pair of shoes. How do you buy them? You go to a shoe store, of course, but you probably buy the pair which the counsel-giving salesman says: "Is now all the rage."

You wish a hat, you buy one which the service-speaking salesman says: "That one looks best on you."

You wish a collar and, though many are advertised, you buy one which some advising salesman says is all the style, or "this one will suit your face."

And so it goes.

Prunes, paper, pipes, petroleum jelly, picture shows, pump guns—or printing, you and all the rest of the yous of the business world *buy from the salesman who gives the best counsel, in your judgment.* Now and then some thoughtless salesman (to be complimentary to that class for a moment, they do not deserve the name of salesman) may give you poor or careless counsel, and you may be mistreated. If you are you will not return to that particular adviser again. Not if you know it! Remember that pair of narrow shoes that red-headed clerk in Turn-Overs sold you? You won't go back to him again, will you? But you will walk three blocks extra and wait a half hour longer to let that cross-eyed coon in the Cosmopolis Hotel give you the kind of a haircut and shave that *he* says you *need!*

The world is always hungry for good counsel, and especially the business world.

More than that, the business world right now is sitting back awaiting Bacon's form of advice, that "setteth the business straight."

But a word of warning, do not rush in with advice or counsel where angels fear to tread; remmeber there are several shades of meaning to the word *counsel;* namely:

"1. To give advice to." This is harmless, anyone can give it *if* they have it.

"2. Admonish or caution." This predicates that you *know* the subject and can caution the one counseled.

"3. Encourage." Had you ever thought of the fact that one of the meanings of "counsel" was *to encourage?* What more does the world, United States, American business, all need right now than to be encouraged?

The True Story of Bill

Printing salesmen who can *encourage* their prospects are going to be good counsellors and good counsellors get the printing business.

"Does it pay?"

"Isn't this a lot of hot air?"

Those are two of the comments bound to come from those who have read thus far and have not been sold on the idea that Bacon was a better printing salesman than Hubbard.

Let me close with a true story. I wish I could tell you his name, but we'll call him Bill, for short. He was quite successful in the sale of printing 'way out in the West. He yearned for bigger fields to conquer. He sold out and came to the mighty Manhattan town.

For weeks, yes months, now his business has astounded his employers. Why? Because Bill is giving good counsel, and he *knows* that Bacon has Hubbard lashed to the mast as a printing salesman. Bill *encouraged* his customers. Bill *advised* his customers. Bill *cautioned* his customers against being caught without printed salesmanship when the big rush comes. Bill is making more money, and Bill's firm is getting more business today than they can well handle.

And the secret is an open one. He refused to follow precedent, he knew that New York City business men wanted advice as much as those business men in his old home town, and he proceeded to *give* it to them, with the quite natural agreement that they *give* him the printing orders which resulted therefrom.

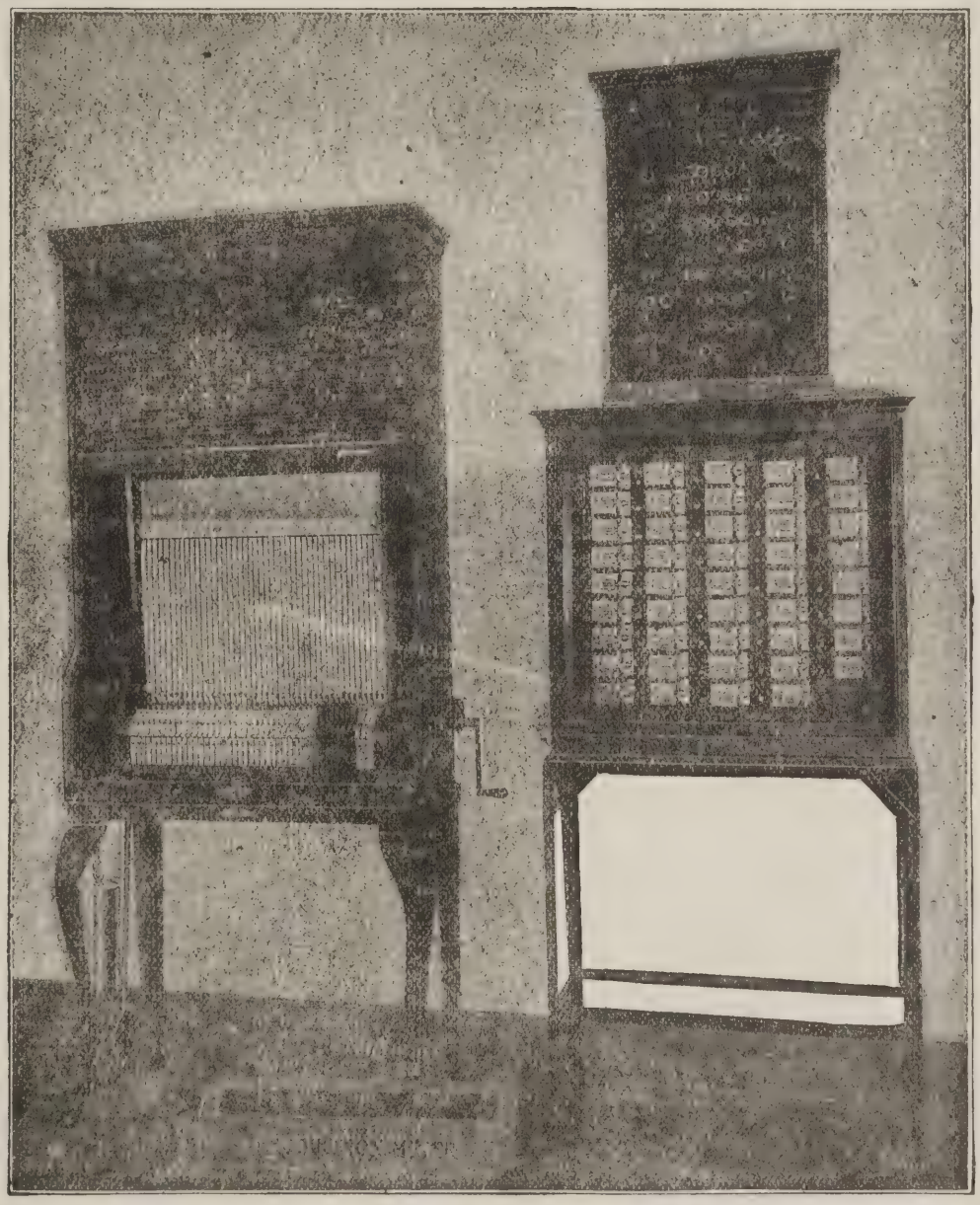
There is not a printing salesman who reads this who cannot go out right now and get at least one order if he gets thoroughly imbued with the Baconian principle about *advice* and *counsel* and then thinks up a real piece of valuable counsel to give his prospect.

Idle Time calls for *Investigation*
Turn it into *Profits*

The PRODUCTION METER is an electrically-operated device. In the large plants having same installed, it is placed in the superintendent's office or in the cost department. The Meter is constantly accessible to the general manager in the control of production in the press room.

It automatically produces a complete, reliable and permanent daily graphic record of the correct and actual time a press or a number of presses—in a printing plant—are in productive operation, showing the intervals of *idle time* from some cause, which can immediately be investigated and prevented from occurring again.

The PRODUCTION TIME is automatically totaled for each press, and the electrical *set-back counters* count each impression on each press. You will secure valuable assistance in obtaining accurate count, which alone is worth considerable to you.



The above Production Meter with 44 counters (in cabinet) is connected to 44 Miehle Presses

PRODUCTION METERS WITH COUNTERS CAN BE HAD FOR TEN, TWENTY AND THIRTY PRESSES

ADVERTISE YOUR BUSINESS WITH UP-TO-DATE EQUIPMENT FOR EFFICIENCY

Write us for Full Information

PRODUCTION METER SERVICE CORPORATION, 646-48 E. 47th St., Chicago

Smith-McCarthy

INVITES you to make their plant your headquarters while you are in Chicago. Get acquainted with those in charge of the *big* service plant for printers. ▵ We are operating the largest Monotype, Linotype and Makeup trade plant in the country, and are desirous of meeting face to face the printers who have been responsible for our success. ▵ "Copy at night, metal next morning," has been the slogan that has brought the business to us, and our customers know how well we have lived up to this slogan. ▵ Service and Quality have always been our watchwords. ▵ We have made a specialty of catering to out-of-town printers, delivering metal on galley, madeup pages or furnishing plates on the entire job.

Send us the copy and let us demonstrate on your next job

Smith-McCarthy Typesetting Co.

508 SOUTH DEARBORN STREET

PHONES Harrison 3864-3865 CHICAGO PHONES Harrison 3866-3867

Ben Franklin Monthly

Vol. XVIII SEPTEMBER, 1921 No. 12

CHIEFTAIN BOND

"NOTE THE TEAR AS WELL AS THE TEST"

NEENAH 18 73 QUALITY

EACH GRADE IS GUARANTEED TO SATISFY
THE USER TO BE THE JUDGE

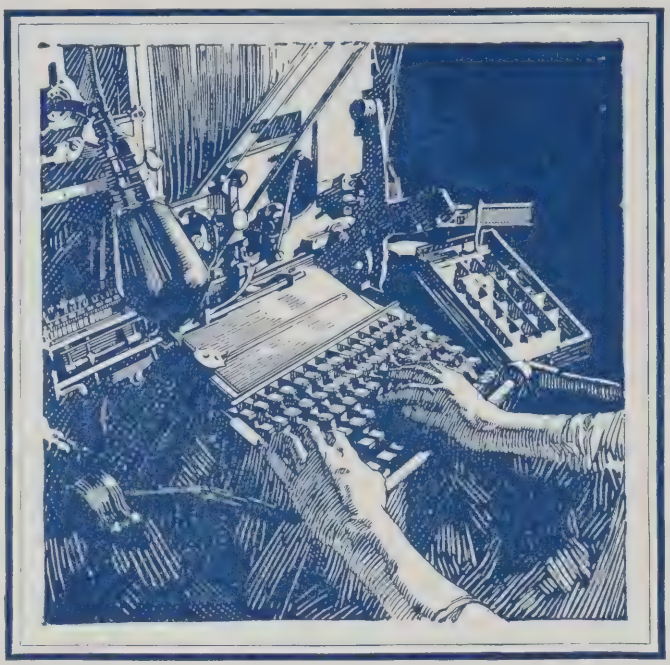
MANUFACTURED BY

NEENAH PAPER COMPANY

LOFT DRIED BONDS AND LEDGERS ONLY

NEENAH, WISCONSIN

C P



The Craftsman and the Machine

THE craftsman in the past was wholly dependent on the labor of his hands to create what his mind conceived. Today, the development of modern machinery has freed him from this handicap. His trained mind and skilful hands guide and direct; the machine does the work.

The Linotype is typical of this method of production. The lightest touch on the keyboard signifies the operator's intention and sets in motion the power-driven mechanism which releases the matrix, composes, justifies and casts the line, and returns the matrices to their proper channels.

Working with the mechanical aid of the Linotype and the resources of Linotype Typography, the modern craftsman secures the quality of hand-workmanship with the economy of the machine.

Mergenthaler Linotype Company

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

Canadian Linotype Limited, Toronto

721. 2A

This advertisement is composed entirely of LINOTYPE *material*

Ben Franklin Monthly

Published for the Employing Printers of the United States and Canada

Vol. XVIII *20c the copy* SEPTEMBER, 1921 *$2.00 the year* No. 12

Definite Convention Program Announced

Following a meeting of the executive officers of the U. T. A. at Chicago, August 26 and 27, the United Typothetae announces the following definite program for the thirty-fifth annual convention at Toronto, October 17, 18, 19, 20 and 21:

Monday, October 17—
- **Registration.**
- **Committee meetings.**
- **Executive committee meets at 2:30 p. m.**
- **Local secretaries' meeting—afternoon.**

Tuesday, October 18—
- **Open session 9:30 a. m.**
- **Open Shop Division meeting—afternoon.**
- **Closed Shop Division meeting—afternoon.**
- **Tariff Printers' Division meeting—afternoon and evening.**
- **Local secretaries' meeting—afternoon.**
- **Educational Round Table—evening.**

Wednesday, October 19—
- **Open session 9:30 a. m.**
- **Employing Printers' Association — afternoon and evening.**
- **Local secretaries' meetings—afternoon and evening.**
- **Secretary Managers' Association — afternoon and evening.**
- **Law Printers' Division—afternoon and evening.**
- **Advertising Typographers—afternoon and evening.**
- **Educational Round Table—evening.**

Thursday, October 20—
- **All-day session, including executive session.**
- **Secretary Managers' Association—evening.**
- **Trade Composition Association—evening.**

Friday, October 21.
- **Trade Composition Association.**

The local secretaries' meetings will offer a new departure in the giving of information to local secretaries. The dates were arranged after a conference during the officers' meeting between J. Linton Engle, chairman of the executive committee; Edward T. Miller, secretary of the U. T. A.; F. W. Randolph, field secretary of the U. T. A., and O. H. Mickel, president of the Secretary-Managers' Association. Mr. Randolph will preside and instruct the secretaries in the installation of standard local and international services in connection with a model local secretary's office, including U. T. A. Standard Bureaus of Cost Statistics, Credits and Collections, Employments, etc.

The educational round table will be conducted by H. P. Porter, chairman of the U. T. A. Committee on Education, and will be of supreme value to all who are interested in the future educational program of the U. T. A.

All divisional meetings will be held on the mezzanine floor of the King Edward Hotel. Convention sessions will be in the Ball Room on the 17th floor.

All hotel reservations will be made by Secretary Sutherland of the Toronto Typothetae. It is important that reservations be made as soon as possible. All reservations must be accompanied by the names of the persons who will occupy the rooms. Any which do not contain these names will be returned with a request that they be supplied.

These plans, coupled with the U. T. A. announcement that all of the passenger associations, save the New England body, had granted a rate of fare and a half for the round trip on the certificate plan, should mean a very large attendance at the convention. An exhaustive circular going into the matter of reduced fares in considerable detail has just been issued by the U. T. A. Copies of it will be supplied gratis by the general office at Chicago upon request.

The September Issue Contains

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The Chicago Graphic Arts Exposition as seen by the camera. View from northwest corner of Chicago Coliseum.

If I Were a Printer I Would---*

Attack the Labor Problem at the Front End---The Employment Office. Good Beginnings Reduce Labor Turnover

By ROBERT O. BALLOU

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PRINTING today is withstanding an onslaught by one of the most effective enemies of industrial progress—the strike. The usual procedure at the outset of strikes is as follows: The employer sits tight and damns the unions. The unions sit tight and damn the employer. Each is wrong in the eyes of the other. Is it inconceivable that both may be wrong here and there, and both right there and here?

At any rate, right now, in time of war, is the time to prepare for peace. The greatest sufferer in time of strike is the large plant which is suddenly left with idle machinery and huge contracts which cannot be filled. It is these, primarily, to which this discussion is addressed.

Not so many years ago, when the clothing trade was emerging from the chaos of small sweat shops into a legitimate industry, and a few American business men were beginning to believe that perhaps, after all, ethics and the clothing business were not wholly irreconcilable, there came to one of these pioneers in the new industry a man who was interested in the application of scientific methods in the employment and management of labor, rather a new idea at that time.

Called a "Nonessential"

This man had been giving his time to the study of human relations in industry, a factor of rapidly growing importance in the world of work. He had seen small and seemingly trifling incidents, thoughtless slights on the part of employers and general lack of interest in their workers' welfare incite dissatisfaction and unrest that later grew into expensive and devastating strikes. He also had seen tried out, and used successfully by wise employers, methods of averting these menaces and of keeping workers contented and loyal.

So he came to one of these men who were trying to change the clothing business from piracy to a profession and offered suggestions whereby, at the expenditure of some little time, effort and money at the outset, the new manufacturer might escape many of the pitfalls into which the older manufacturers had fallen. To these suggestions the clothier listened somewhat impatiently. "Your ideas are all very well, doubtless, for other industries," he replied, "but we are not going to waste time and money on nonessentials. Our business is to make clothes."

Some ten years later, this man who so blithely rejected the ideas for betterment presented by the industrial scientist, found time to consider the things which he had termed "nonessentials" before. There was, in fact, little else which he could do, for his huge workrooms were empty and his costly machines idle. The men and women who, with growing distrust and resentment at his disregard of their comfort and rights, had cut and stitched and trimmed and pressed the large consignments of garments in his shop at last decided to fight collectively for shorter hours, higher rates to which they considered themselves entitled, and protection from discharge without notice and without adequate cause.

So, when the great strike was on, it came about that this man and the rest who made up his firm, found their safety in an agreement with their workers in which they found themselves putting into operation most of the suggestions which they had rejected a few years before. Once started in the path of progress they continued wisely, and have spared no expense in working out a basis for fair, friendly and mutually profitable relations between themselves and their workers. Incidentally, this firm today conducts the largest business of its kind in the world. It has no more strikes and its methods are being copied by intelligent manufacturers of all kinds.

"But how does this apply to printing?" you ask.

As I said in a previous article in BEN FRANKLIN MONTHLY, if I were a printer I would give as much attention to the welfare of my workers, their health, safety and good-will, as to such material things as ways of handling processes, costs, sales methods and the like. I would study and apply the experiences and experiments of other industries, especially those concerned with the human element in manufacture.

And the first thing to be considered is the problem of hiring the worker who is to benefit by all these plans. When the selection of workers is given due attention, based upon a definite, well-planned labor policy, many of these schemes for stabilizing labor are unnecessary, yet better methods of choosing the worker are usually last to be considered and many otherwise progressive firms maintain haphazard employment departments or none at all, and many employers who take great care to hold down expenses on electric fans and lights will permit without protest the most prodigal waste in hiring their workers.

Effects Felt Indirectly

The reason that this important factor in modern business has received so little attention is due probably to the fact that its effects are almost always felt indirectly. Wasteful hiring affects ultimate business profits through overhead expense into which it enters under the cost of labor turnover, and it is not until this latter item is analyzed that the real significance of inefficient employment as uncompensated expense becomes apparent. There are, of course, many other factors contributing to labor turnover, but none of greater influence. Surveys of labor conditions made during the last few years and covering representative industries at home and abroad show that on the average sixty per cent of workers who leave their jobs do so within their first month of employment, and about ninety per cent have been found to leave within four months.

The reason in the majority of cases for these short periods of employment is carelessness or stupidity in methods of hiring. Men are taken on without medical examinations and later found to be unfit and discharged; misrepresentations or vague definitions are made of the nature of the work, hours, working conditions, and sometimes even wages, with the result that the worker thinks he has been duped and harbors a feeling of resentment toward the employment agent and firm if he does not actually leave; promises of rapid advancement and increases in wages thoughtlessly made at the time

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* Second of a series of articles being written for BEN FRANKLIN MONTHLY under this heading.

Answering The School Question

Training in Printing as Given by Carnegie Tech is Best Obtainable, Whether You Desire it for Your Apprentice, Your Son or Yourself

By B. O. ROBERTS

WHEN Thomas A. Edison announced the results of his famous questionnaire and the conclusion that the average college man is comparatively uneducated, he was flinging a generality into the faces of thousands of men and women the world over who believe heartily in the college and university. But he was also pointing out, consciously or unconsciously, the greatest weakness of the institution of advanced learning.

It would be out of place here to enter into a long discussion of the values and shortcomings of the general mental training tendered to the man or woman who goes through college with no particular objective in mind save the attainment of a degree which labels him as a Bachelor of Arts or Science. There is much to be said both for and against this kind of college training. Chiefly, it is a matter of temperament in the individual whether it will make or ruin him.

The man who has nothing but a degree to show at the end of four years spent in a general education at college —the man of whom his friends say, "He has simply wasted those four years," is the man who would have wasted the four years no matter where he had spent them.

It is true that every June floods the continent with college-trained men who are more or less at sea now that the time has come for them to make a practical application of their expensively acquired knowledge. "What to do?" is the question in thousands of minds the country over, and often it is not until many years have passed after the attainment of a degree that it is ever answered.

There are many reasons why this is true. There is no sure remedy, if remedy be desired. At seventy-five, the man who has held many positions before he settled down to the one which turned out to be his life-work, can look back upon a life which has been filled with a variety of activities unknown to the man who has specialized from the outset. He may have acquired more wealth and he may have acquired less than the other man, but, after all, wealth is not the object of life. Nevertheless, the man who comes out of college with a technical training, which can be applied immediately to a profession, has an asset which is envied him by many a man who, armed with a college diploma and a degree, must still answer the question, "What can you do?" with an honest, "I don't know."

Such a technical training is offered by the Department of Printing at Carnegie Institute of Technology, at Pittsburgh, Pa., under the capable direction of John T. Hoyle. Mr. Hoyle and his department do not guarantee to turn out a product which will never feel the *Wanderlust,* men who will stay in the printing industry to the ends of their lives, any more than the engineering school or the law school can guarantee to turn out men who will remain engineers and lawyers forever.

But Mr. Hoyle and his department do promise to spend a year or four years, as the case may be, in an honest and intelligent endeavor to give to the student who is sent there as clear an understanding as is possible of the technique and esthetics of printing, and in addition to present to him the best of that which is allied to his chosen career in the more general subjects which form the bulk of the curriculum offered by non-technical schools.

It is obvious that a thorough study of the art and industry of printing during four years must eliminate much of the matter which the college of general arts and sciences includes. But the intelligent educator has long since discarded the idea that education consists of cramming a mind full of facts and figures, dates, and uninteresting statistics. Knowledge of definite, incontrovertible facts is valuable, but of much more value is an attitude of mind which recognizes its own ignorance and knows how to proceed to acquire the knowledge which it desires. If a college has served its purpose properly, the man who receives his diploma with a degree inscribed upon it carries it away with the conviction that he is now upon the brink of an education. It is only the fool who feels that his education is completed at this point. He will forget many of the facts which he has treasured so carefully against the day of examination, but if the college has served its purpose truly he will never lose the attitude of mind which is constantly open to the deep and fundamental education that life offers him. I am not going

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The Classroom Where Machine Composition is Taught

A Printer Talks To Printers*

And Tells Them How to Increase Their Business Through the Simple Method of Increasing the Customer's Business. Here's How----

By C. C. RONALDS
President, The Ronalds Press, Montreal

HE printer who specializes in direct mail advertising has an opportunity to build his business far above that of the average job printer who takes all the contracts for direct mail pieces he can get without asking any questions as to how, why, or where they are to be used.

Practically every firm which makes an advertising appropriation can use a considerable part of it in direct advertising with excellent results—results far superior, in fact, whenever an appeal to a selected class is desired, than those obtained by general advertising.

By general advertising, I mean, of course, advertising in newspapers, street cars, on billboards, etc. By direct advertising, I mean the "printed salesmanship" which is sent out direct from the advertiser to dealers, customers and prospective customers.

And the latter is the printer's own province. Strangely enough, nine out of ten modern advertisers conduct their general advertising on a definite plan and schedule basis, but the direct advertising of most firms is a matter of the merest chance and haphazard. Some of their folders and broadsides are like a few of the shells we used to send over to Fritz. They looked just the same as a lot of other shells, went out of the gun with the usual bang, made all of the necessary noise on the way over, but they didn't amount to anything on arrival. They were just duds.

And these printed "duds," although designed by the printer's customer, in most cases, reflect forever upon the direct mail advertising which forms so large a part of his business. In the wake of their unavailing appeal comes inevitably a volley of abuse for direct advertising. In fairness to his own business reputation, the successful printer of direct mail pieces must see to it that no "duds" leave his shop.

> **"The problem is not so much to get business firms to use direct advertising as it is to get them to use it correctly. The responsibility for this rests upon the printer. He must not follow the lines of the least resistance. He must put his best thought and energies into developing a plan behind every piece of direct advertising and must see to it that that plan is interwoven with the general policy of his customer's business. That method and that alone will build bigger business for the printer's customer and thereby for the printer."**
>
> **—C. C. Ronalds.**

A Shot in the Dark

A friend of mine, who is advertising manager for a large concern which manufactures machinery, returned from the war just in time to see the mailing of a run of 50,000 huge broadsides designed in his absence. The broadside was an elaborate and expensive thing in which the heads of several departments had taken a hand. It was practically the first piece of direct advertising which had been issued since he had left.

It was planned, the merchandise manager told him, to shock the farmers into action. Sales had fallen almost to the zero point on a line which had been much in demand. This broadside, which was to be sent to local dealers for distribution, at one fell swoop was to overcome the lethargy of the farmers.

But nothing had preceded it—nothing was planned to follow it. It was a lone shot in the dark. A few months after the issue had been mailed, when the sales barometer still hovered around zero, there was an epidemic of depreciating remarks among the executives of the plant as to the worth of direct advertising.

Plans Convincing Program

My friend immediately set to work on a program not only to convince the executives that direct advertising, when produced according to an intelligent plan, will bring results, but as the kernel of the proof to build up, by this very method, the sales which the phenomenal broadside had failed to stimulate.

His first care was the mailing list, which had gone stale from lack of use. Only those who use mailing lists can realize how fast the world moves. New firms come—old firms go. The only way to keep a mailing list is to use it. Neglect it for a few months and you are out of date. My friend's list was moss-covered, so he scraped off the moss and began to use it regularly. He decided to divide it into four classifications and to send a series of direct mail pieces, in the form of bulletins, to each classification. Each bulletin contained a special appeal to the class to which it went.

The first issue of the weekly bulletin which resulted dealt in an informal way with a certain machine sold by his firm but made by another. As a rule, the distributor likes to make the manufacturer spend all of the advertising money. In this case the distributor decided to spend a little of his own, and his judgment was vindicated by sales resulting from the first bulletin, which more than paid for its issue.

The second issue, which went to the second classification of the mailing list, was equally successful. Before the plan had been working for many weeks, the same men who had been complaining a few months before about direct advertising were so thoroughly "sold" to the bulletin idea that not one of them would have listened to arguments in favor of discontinuing it.

Each week during the month the bulletin went to a different class of prospects, so that under the plan every name on the mailing list heard from the firm twelve times a year.

Far more logical and satisfactory was this prearranged

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* From an address before the Associated Advertising Clubs, Atlanta.

Make Sure You're Within Range

"Don't Shoot 'Till You See Their Smokestacks." Faraway Printing Orders Have Long Costs Like Faraway Cattle Have Long Horns

By ROBERT E. RAMSAY

Author of "Effective House Organs"; Chairman House Organ Division, Direct Mail Advertising Association; Formerly Editor "Advertising and Selling," "Postage," Etc.

FREDERICKS was country salesman for the Hub Printing Company. It was a torrid day and we were chasing for the beach when 'way out in the country I espied a smokestack and its ever-near-at-hand little factory, or big factory as the case may be.

"What a funny place for a factory, 'way out here in the open sands and pines," I remarked.

"Yes, it is a funny place and, would you believe it, I sold them a fine job of printing one day last week?"

After suitable ejaculations upon my part, there came to my mind the sad thought that Fredericks had been "making" that territory for that printing company for many years, rather than weeks. I spilled the beans with:

"A new factory?"

"Oh, no. They have been there for thirty or forty years, I guess."

Naturally, I asked all about it and briefly this is what I learned: Frederick had seen that smokestack and had passed it by as unlikely. One afternoon, returning from another town quite some distance away, it was too early to report to the shop and then, more from curiosity than anything else, he had turned his trim little roadster into the poorly kept lane leading to the lonely smokestack—and had gotten an order.

"Why, do you know," he told me the proprietor said, " you are the first printing salesman who has been here in months and months and we were wondering, Brother and I, how we would get this little booklet printed."

A famous general in a passe war once remarked: "Don't shoot until you see the whites of their eyes," according to what history tells us.

Had that general been in charge of a printing establishment, despite the Fredericks episode just mentioned, he would have said: *"Don't shoot until you see the smoke of their smokestacks,"* and then he would probably have added, *"Give 'em all you've got."*

For Fredericks, I fear, is a typical salesman of printing. He was chasing the far-away order. Why is it that the grass in always greener in the field beyond? Why do printing salesmen from New York chase to Chicago to get work, and vice versa?

(Parenthetically, this same trait is true of several other industries and their salesmen, but we are interested only in the printing industry right now.)

Less than a month ago, as this is put into type, I heard a master salesman of printing tell a crowd of fellow printers how he had gone nearly a thousand miles and gotten a large and juicy order. Whether he knew it or not, the man who failed to get the order in question was in the audience, got up, and said: "So you took that order right away from under my nose?" They were truly friendly competitors and it was all spoken in good humor, but the other came right back with: "Well, I'll go to X——— and take one from you to get even."

There is at least one Boston printer who does most of his business in New York. There are at least two Cleveland printers who do most of their business with Pittsburgh houses. There is a New York printer who is doing a lot of work for some Boston firms, and so it goes.

What does this all mean?

It means increased traveling expense to get to the point of order.

It means increased transportation of raw materials in many cases, and longer shipments—at increased costs—for the finished printed job.

Time and again there is within shadow of the smokestack of the firm or individual ordering printing a print shop much better equipped to give service to the buyer than the concern in the far distant city or town which gets the order.

Why does it happen?

Salesmanship is the answer.

Or more properly, perhaps, salesmanship *and the lack of it*, is the answer.

Salesmanship is not being attacked in making that statement either, for some of the greatest crimes of all history were done in the name of the Bible and in what was supposed to be furtherance of religious zeal.

Fredericks drove past that lonely smokestack every day for years before he turned in and asked for an order and was handed one without any salesmanship effort.

What is the secret?

The same thing that Fredericks did, is and has happened to a large number of salesmen throughout the country, in all lines, and particularly in the printing lines.

Fredericks was firing at random.

When pinned down to it he admitted that he neither had a definite prospect list nor any plan of attack upon the front line trenches of "Lack of orders."

If Fredericks had had a card index of every possible prospect within a certain radius of X——— and had called regularly upon those prospects he would have covered a lot less territory, saved a lot more "gas" and made a lot more money for his house and himself.

For Fredericks had one right idea, a smokestack means a factory, a factory means printing and the need of it.

Covering almost the same territory is another salesman whom we will call Johnson. Johnson has a prospect list, to be sure, but he is just as poor a salesman as Fredericks!

That is hard to believe as it is stated but it is true as gospel.

For how did Johnson make up his prospect list?

He took the telephone directory and Bun's or Drabstreet's directory, and made up a list of names—not a list of prospects. He was devoting just as much ammunition on a high-sounding name on the top floor of a poor tenement as he was upon a series of smokestacks denoting a mighty manufacturing plant.

Both Fredericks and Johnson were guilty of the same thing in two entirely different ways, both were guilty of lack of concentration.

Now, mistake me not, this is no plea for "buy at home" or "stick to your own section" or any similar movements. It is freely admitted that specialized services will be sought everywhere and at all times. The firm specializing in printing prune press catalogs may not be able to

suggest much to the humble raisin raiser, and so the prune and raisin, though friendly fruits, may buy their printing from entirely different quarters.

One print shop, plant, or whatever name you choose to call it, can only do so much work. By concentration do we arrive at success in salesmanship or in seeking a help-meet for life. There is a philosophy in that sentence which can't escape.

The ideal salesman doesn't shoot until he sees the smoke of their smokestacks. Then he knows them. More than that, he often seeks closer to find whether the smoke denotes actual factory operation or only waste burning for camouflage purposes!

A list of lists before me shows that there are, for example, 139,630 manufacturers, regardless of ratings. This same list tells me that there are 26,527 printers, including the newspapers operating job offices.

Or a trifle more than five prospects for every printer, among the manufacturers alone.

When we add the 71,860 real estate dealers, the 38,288 restaurants, 43,790 druggists, the 41,627 Baptist clergymen, for example, the possible prospects for each printer are increased.

Quite true, the smokestacks of the Baptist clergymen may be very small, hardly discernible, but nevertheless they are prospects, they need stationery, church notices, etc., etc.

Personally, I do not think the individual printing salesman is so much to blame for the lack of salesmanship in concentrated form as the proprietors themselves. Instead of permitting the newly appointed salesman to go around and take census first of all the smokestacks and later of the fire-places, radiators, and other heating and lighting equipment, personal and impersonal, the proprietor says: "Now what we want is results."

Results mean orders, of course. But results, like Rome, are not built in a day.

What does the young printing salesman do?

He picks out one or two prize printing buyers and he camps on their trails, he wastes an inordinate amount of time getting in and further in on the inside of that buyer until eventually, perhaps with a shading of the price, he gets an order. The boss gloats and says: "That's bringing home the bacon, my boy." Forsooth, why worry if the bacon is all rind? We have the bacon! Suppose we do have to buy Crisco to grease the frying pan of our payroll?

Printing sellers are doing very little of anything to build up buyers of printing, while they are hounding to death the converts already in the faith.

And so, right now, when orders are not as plentiful as they were in July or August, 1920, is an excellent time, as I see it, to drill into your sales force this motto: *Don't*

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No. 1 of a Series of Photographs Showing the Executive Offices of Prominent Master Printers Throughout the World

Quite naturally we start at home (Chicago), and just as naturally we start with the office of Marion S. Burnett, famed alike for his droll characterization of Jim Wetmore in "The Sick Print Shop," and the excellence of the presswork and typography produced by his plant. Fortunately, Mr. Burnett was home the afternoon our photographer called. Next month a new picture.

The Passing of The "Tramp"

Old-Time Disciples of the Art Preservative Made Life Merry But Are No More. Famous Characters Who Once Were So Classed

By A. J. STEMPLE

THE old-time "all-around printer" of the type which is now almost as extinct as the dodo, was often very brainy, and usually a most amusing character, with a pretty wit and a pronounced sense of humor. Many are the tales which the employing printers of a former generation tell about the "tramp printers" of by-gone days. The printing office was the training school for numerous men who afterward attained distinction in various callings. Many of the old-style printers became prominent authors and humorists, or graduated into professions where their early training stood them in good stead.

Lewis a Good Example

Charles B. Lewis, known and beloved by millions as "M. Quad," the creator of Mr. Bowser, was a traveling printer of the type which is no more. He had long had a penchant for the writing of humor, but somehow lacked the opportunity or confidence to get his ideas into print. While traveling about the country, he had the good luck (as afterwards proved) to be blown up in an explosion on a river steamboat on which he was a passenger. He was picked up for dead, and his face being much blackened, he was taken to be a negro, and his body deposited alongside the colored victims of the explosion. The humorist was anything but dead, however, and as soon as he had recovered, he wrote an impromptu humorous account of the disaster in which he had figured, and sent it to the Detroit *Free Press*. The quality of this contribution from an unknown writer was immediately recognized, and he was promptly invited to take a staff position at a fat salary. In this unusual manner did Mr. Lewis make his debut as a humorist, and the doings of Mr. Bowser and the deliberations of the Limekiln Club, which he detailed for a score of years, made the Detroit *Free Press* famous.

Jim Sands was a true "tramp printer." He timed his rounds so as to appear in the various offices on his calling list about once a year. In his younger days, Jim had spent most of his time in the large city offices, and was a veritable Beau Brummell as to clothes and manners. He was a good printer, but the light that shone in one woman's eyes was his undoing. She "went back" on Jim, and Jim, to get even, went back on himself, and sought consolation where there is none to be had. Of course, he degenerated and became a "tramp." When he had been drinking he was always extremely glib of tongue and exceedingly witty, although he continued to look as solemn if not as sober as a judge.

Succeeded Where Others Failed

After working in one office for a few days he became such a nuisance that he was ordered to leave. He retired in good order. It afterward developed that he called upon the biggest "tightwad" and most hard-hearted man in town, and with no weapons but his wonderful eyes and his silver tongue, Jim lured from the local magistrate five dollars with which to help along an imaginary charitable enterprise. After performing this amazing feat, Jim went back to the office with indisputable evidence that his windfall had been expended for his interior delight.

Another tramp printer met his Waterloo when he entered one country printing office while the effects of his latest debauch were full upon him. The foreman ordered him to leave, but the tramp waxed belligerent and insolently refused. The foreman sensed trouble and picked up a shooting stick as though in self defense. Immediately an eager defender of the faith arose, a young Irish press feeder. Shutting down his press, Jacky, who had a body as powerful as a tank on the western front, rushed up to his superior, the myriads of freckles almost the size of gingersnaps on his expansive visage, fairly sizzling with anticipation.

"Aw, lave him to me, Mr. Ellis," he pleaded. "Aw, lave him to me."

Followed a series of lightning speed biffs, bangs, bumps, delivered with amazing accuracy to the various surfaces presented by the involuntary human punching bag as he was violently ejected down stairs and onto the sidewalk.

Jacky returned, positively oozing satisfaction. "Thank you, Mr. Ellis," he said to the astonished foreman, and started up his press at top speed.

One "Tramp" Who Made the Most of It

Well illustrating the native wit of a tramp printer is that of the compositor who could not read his "take." Editor Bloss of the Cincinnati *Inquirer* had the reputation of being the worst penman in America. This was in the days before the typewriter was the universal plaything. All copy went to the composing room just as dashed off by the writers. Anyone who has seen a reproduction or specimen of the jungles of thorns and briers and baffling scratches which the great editor habitually perpetrated will not doubt that the distinction was well deserved. Horace Greeley's fist used to drive compositors mad, or to the taverns, but his writing was as plain as the nose on his face compared to that of Editor Bloss.

The story is told that a tramp printer got a job in the composing room of the *Inquirer*. The traveling gentleman was in hard luck, and minus a shirt. To conceal his lack of linen, he wore his coat buttoned to his chin. The first "take" of copy he got was part of an editorial by the famous editor.

The old compositors, who had by sorry experience gained some idea of what the wierd quirks and hooks might mean, watched the newcomer from the tails of their eyes to see how he would handle the puzzle. The shirtless one was undoubtedly nonplussed. But he asked no questions and used no expletives. Instead, he turned the copy endwise, sidewise, upside down and on the bias. Then suddenly a light seemed to dawn upon him. He smiled, put the copy in his pocket, and said he was going "out for a minute." The force winked knowingly. Of course, "going out for a minute" meant but one thing. The story is, however, that the wise recruit shortly returned with all the shirts the Chinese laundryman in the next block had in stock. The compositor had simply presented his "take" of Bloss editorial to the heathen Chinee, and he had accepted it as one of his own laundry checks.

The old-time printer certainly made this world a gayer place for his presence, and though he had many faults, he had a great many virtues also. His memory ever will be green.

Ideas Bridge The Price Chasm

When The Buyer Says "Your Price Is Out Of Line" You Can Easily Make Up The Difference With Selling Suggestions

By W. G. CALDWELL

THE junior salesman was downcast. After a day of fruitless effort it was disheartening to return to the office and find that he had lost the contract for printing the county fair program. It was the third big job he had lost during the week.

"We've simply got to lower prices," he announced to the boss. "We can't expect to get business with everyone else bidding from ten to thirty per cent under us." He was in the same mood that hits all salesmen when competition resolves to get business at any cost. But the boss had seen many a price cutter go under, and he knew the answer.

"Cutting prices isn't the remedy. We must find another way out. The lower we go, the lower the other fellow will go, and we don't propose to give our services free. If we could give the service most printers merely talk about we could swing every contract we went after. We must sell something besides paper plus impressions. Help them, consult with every buyer, and help him cut costs in some other way than by lower prices."

Just as the salesman was settling down to listen to what he thought was a talk on service, the 'phone rang.

The Opportunity Comes—As Always

"It's the Acme Tent and Awning Company on the wire—want a price on a new catalog run of ten thousand. Go over and see them."

The salesman started out. On the way he started evolving a scheme that would eliminate price competition from this order. By the time he had reached the office of the tent company he had an idea.

"We want ten thousand catalogs like our old one. We have all the cuts, and the electros of the pages I have checked," said the buyer for the Acme. "Use about the same paper as in the old catalog. Now sharpen your pencil and quote me a close price if you want the business because I am getting prices from some of your competitors."

The salesman took the catalog. It was one of those home-brewed affairs, written at odd moments by the purchasing agent, the president, and office boy. The cuts were a mixture of line drawings, halftones and reproductions of wood cuts. The halftones had seen three previous runs, and were of every conceivable variety from 80 to 200-line screen—some vignetted, others outlined, still others combinations of line and halftones. No doubt, the catalog was the talk of the trade in 1900.

When Orders Were Not Followed

The salesman hurried back to the office with this remarkable piece of work. Every step brought a new idea. On the way to the office he stopped in the downtown ticket office of the leading railroad. He grabbed a pocket full of resort and vacation booklets. Arriving at the office he called a consultation with the boss to figure a price—on a complete job of re-writing, illustrating, printing, binding and mailing the tent catalog. It included a new photograph and halftone of every style of tent in the old catalog. But he did not stop there. He wanted to put a kick in every page of the new job that would sell tents. Most of the tents were for campers and vacationists, and the vacation season was only three months away.

He visited a commercial photographer and obtained scenes of every popular resort within a hundred miles of town. Creeks, lakes, mountains, rivers, and forests were included. He selected the most alluring of the photos, took them to an artist with a blank dummy of the proposed catalog. He ordered the artist to sketch in at the bottom of several of the pages a scene from each of the photos. Some of the photos he had enlarged. Then he went to the office of the tent company and borrowed several tents, set them up and had them photographed. These photographs were pasted on the enlarged copies of the scenes, making the tents look like a part of the original scene. Then the composite photos were reduced down to the approximate size of the halftones for the catalog.

The cover scene showed a party of four canoeing down a beautiful stream with full fishing equipment. In the background appeared a picture of the most popular Acme tent. The whole was colored to represent a process job.

From this he made a dummy, prepared a written estimate and then called on the purchasing agent.

"Just leave your price with the telephone girl, I'll let you hear from me in a few days," called out the P. A. when he saw the salesman waiting outside the railing.

Gaining An Attentive Ear

"But I brought a suggestion that may interest you," answered the salesman. It took him some moments to get inside the railing but when he showed the brilliant looking dummy he could see that he was shooting in the very bush where the birds were. He was hitting home.

"Now, at the risk of seeming impertinent, I have prepared a few suggestions for copy to be run with the descriptions of the various numbers. My idea is to describe the facilities for hunting, fishing, rowing or swimming afforded by the various resorts illustrated, with information about train service, hotels and auto trails. This will give the book a real reference value, create the desire to use your tents, and please the resort owners, who will be turned into boosters for your tents." The salesman outlined his plans, in detail, including the method of distribution and mailing.

The P. A. listened attentively. "Have to take this up with the president," he said at last. "Leave this dummy with me and come in and see me in a few days." But the salesman was too wise to leave his carefully prepared dummy to be sold by a second party, or to be seen by a competitor. He induced the purchasing agent to take him to the president at once.

To make a long story short, the salesman left the president's office with an order—not an order for 10,000 catalogs, but for 25,000, and permission to superintend the making of the photographs, copy writing, and mailing. The price was not questioned, and the salesman made a customer for life.

Here is a real practical idea that has been sold to a tent and awning company. It can be sold to other tent

Continued on page 63

"Men and Machines" as Seen at the Graphic Arts

Oi yoi - Bloo-Boox
"Howd'y Mac."
"PRINTINK"
The "MEALY" PRESS with the feed on top ---
"ABIE (LEWIS) THE AGENT"
What is it? Who's Back of it?
MILLER SAW TRIMMER CO. Pitts'b'g.
AMERICAN ENGRAVERS ASSOCIATION
TOM "WARNOCK" BATEMAN.
MONITOR
G.B. AMOS SAYING A "MOUTHFUL" for LATHAM Mach'y Co.
THE ENGRAVERS HELD THEIR OWN
VINCENT McGUIRE

"Say What You Please, Pat"

Spaniard Made 300 Miles on a Galleon

When we first saw this we read further to learn what make of car it was. A second reading showed us it was "galleon" instead of "gallon."

* * * *

A real salesman enjoys his work these days. We meet the habitual gloom hound with his air of depression. He sighs and resigns himself to starvation or expresses a disgust for the trade and the fellows who "just won't buy." But the man with "guts" (pardon us) is out after 'em. He is moving the man who was just *thinking* about a catalog into printing it. He is planning the catalog and circulars for the man who didn't need them until October.

That real salesman may not have shown a tremendous August billing but he will hold a money place on the September chart.

* * * *

Did anyone tell you this story about T. J. and Harry F.—on the train to the Craftsmen's convention in Chicago in July?

Harry: "Is Joe in this car?"

T. J.: "What's his name?"

Harry (a bit whiffled): "Who?"

A goodly load of "ground glass, glue and dynamite" or an imitation of the vocal tones it produces is necessary in reading this.

* * * *

The hot spell dried the ink in the wells of most of our contributors. Mighty little stuff of value came in the mail. We're going to be away up to nearly closing time for the next issue. If there isn't a heap of good copy ready for us we'll have a tough time making up a page. Don't fail us, contribs. Ours is a difficult job.

* * * *

The following ad appeared in the Chicago *Tribune* recently:

"SITUATION WANTED—Lazy country printer wants soft snap job as display compositor with big city print shop where he can rest frequently. I am parked at the BLACKSTONE, room 2027, until Saturday morning. W. C. R."

One at a time, please! Form in line at left.

* * * *

(They tell this one on Clarence ——. You know him—short and round.) A Chicago copper pinched him for speeding. Clarence kissed the officer, slipped him a five, paid the fine and has been boasting of his arrest ever since.

He drives a ———.

* * * *

Speaking of writing copy to the point, J. McV., Iowa, sends in this model of eloquent brevity. It is a section foreman's report to the division roadmaster: "No. 9 did not whistle. Please send another hand car."

* * * *

We twitted an Iowa printer on his smoking a clay pipe. "Well," sezze, "it has one thing in its favor. I never need to pick one up after I drop it."

* * * *

So Henry Ford wanted that Muscle Shoals nitrate plant to make fertilizer. First he devotes himself to replacing horses with flivvers and tractors, and now——.

* * * *

Now that summer is over, we wonder what the next excuse for the "slump" will be. Here is an opportunity for some bright printer to make a name for himself. (Aside. Alphonse, have plenty of bricks handy to reward the faithful who answer.)

Ben Franklin Ballads

By Barcus

BEN GOES TO THE PRINTERS' SHOW

At the tap of a bell the doors swung wide
To the waiting throng,
Who had waited long
To get to the show inside.
What, ho!
To get to the blooming show.

There were magnate, devil, bobbed-haired wight
In the talking crowd
Who had talked aloud
For months of the coming sight,
Begad!
Of a sight that would stir a lad!

There were presses half a building high,
There were folders, too,
That could fold a few
In the time you could wink your eye—
O, yes!
And a rapid eye—I'll guess!

All the presses cried for jobs to run,
And your brother Ben
Was a brother then,
And we had a lot of fun,
Oho!
Running Bens at the printers' show.

There were Miehle, Babcock, Potter, too;
And a Kelly press
Kept busy—you'll guess—
Ere it got the inserts through
For Ben!
But old Ben was finished then.

So Ben Franklin roamed the aisles about
In a handsome way
Every handsome day,
Till the crowd had filtered out—
The door,
And the great show was no more.

Twenty thousand strong he left the town
From the printers' show,
And the printers know
He's a sheet of great renown—
A bear!
For they saw him printed there.

Take Your Choice

Pat:

We're on the wrong track. Let us drive printing prices down. It will encourage advertisers and create a revival in the heavy use of printing. We are holding back our own industry by keeping prices up. It is against the spirit of the times.

T. T. R.

* * * *

Pat Kay:

Keep prices up. Printing always was bought cheaply, hence undervalued. Less printing if necessary but better printing. Greater returns by user. Result: willingness to pay just prices. Mark me as against reductions.

W.

* * * *

They tell us that an officer of the American Federation of Labor criticized Gary's suggestion for governmental control of labor unions as an effort to hold "in continual subjection and enslavement the wage earners." Organized labor failed to oppose a similar control of utilities and other corporations—*that* was above criticism.

"Sauce for the goose" doesn't seem to be "sauce for the gander."

That's One on the Horse

Not content to let the auto replace the horse, a Clinton (Iowa) merchant rubs it in. He has added tires to his old line of harness and the wooden horse which stands in front of his shop has a tire hung around its neck.

* * * *

Apropos of motors, as this goes to press we shall be en route to the wilds of Wisconsin in "Max." The tent and cots, the gasoline pressure stove, the cook and mess kits, the blankets and ponchos, the duffle bags and the spare tire—all are in place. If this page is blank next month we shall not have returned. If there is a mourning border around it, we misjudged a train or tried to leap a stream. But if we do come back—yea brother! This page will be redolent with the fragrance of balsam and our pen as agile as those northern brooks.

Northwardly yours,

Pat Kay

Conditions Not So Bad After All

That the value of printing sales in March of this year was 60 per cent above the 1918 normal, despite widespread recession in general business, is indicated in a comprehensive survey just completed by the American Writing Paper Company.

The report, which was prepared by the Commercial Research section of the sales department, shows that the general slowing down of business was not nearly so aggravated in the printing industry as in most other lines. There was, of course, a noticeable decline from March, 1920, which marked the crest in the volume of printing business. At that time the value of printing sales was 210 per cent above the normal for 1918. Since then, there have been declining fluctuations, until a point 60 per cent above the 1918 average was registered in March this year.

According to the survey, the value of printing sales touched its lowest figure during January of 1918, when it was approximately 85 per cent of the 1918 normal. From then until the peak in 1920, the trend was constantly upward, which, however, was interrupted by slight recessions from time to time.

The figures used in compiling these data were furnished to the department of general service by commercial printing establishments throughout the country. Information was received from companies located in various cities in 39 states. The concerns which submitted figures do about one-fifth of the commercial printing of the country, or a volume of approximately $98,000,000. Publication houses are not included.

Krupps to Manufacture Intertypes

In a recent interview with H. R. Swartz, president of Intertype Corporation, it was learned that arrangements have been made between Intertype Corporation and Krupps of Essen, Germany, for the manufacture of Intertypes in Germany. The arrangement was made during Mr. Swartz's recent trip to Europe and was brought about to meet existing German competition.

For The Modern Service Printer

A Department Devoted to the Interests of the Progressive Printer Who Is Interested in So-Called "Service Printing"

By PAT KAY

IN WRITING or speaking to printers, I have often been guilty of that common error of negative thought. In a well-intentioned spirit, I have dwelt upon the criminal practice of price-cutting, the glaring horror of poor work and the other faults which, though existing in their unpleasant state in the practices of printers, are paralleled and even exceeded by equally odious faults in other lines of business. I have been guilty of criticism without constructive suggestion.

Dwelling daily upon printing as an art and an industry, I have enjoyed a pleasant awakening from a lethargy of stupidity. I thought of the printing turned out by the grumbling presses of years ago and compared it with the appealing typography and smartly-finished presswork which we find today all over this country—in tiny Gordon shops and mammoth printing plants. True enough, there are pitiful bits of painful printing to be met with daily and huge runs of cheap printing, casting a slur upon the art, that are forced into distribution by a demand for quantity mailing at low cost. But there are parallels in other industries: shoes that neither fit nor wear, talking machine records, the quality of which would horrify the inventor of voice reproduction, automobiles that drive men to early graves, steam systems that do not generate steam and an endless string of comparative instances which reflect discredit upon other industries and bring doubt of the value of worthy products.

> "Today our problem is not need of cost knowledge, not a crying need for technical progress but an overwhelming need of better marketing of our product and better application of our knowledge."
>
> —*Pat Kay*

While all printing is not above criticism, it is my honest belief that the printing industry shows as high an average of excellence as any other national industry. That is a cheering belief.

A few short years ago we were but ink-besmeared hirelings. Then we cleaned our house. We analyzed our faults, replaced ignorance and guesswork with intelligent cost finding and in the sane exercise of that knowledge we are striving to repay the efforts of the courageous men who fought for our present cost system.

We revived the old standards of technical excellence, improved upon them and have steadily, through the recognition and adoption of mechanical improvements, brought within the reach of every printer the ability and means to turn out high grade work—worthy of the craft.

Today our problem is not need of cost knowledge, not a crying need for technical progress but an overwhelming need of better marketing of our product and better application of our knowledge.

I know that you, like myself, are constantly confronted by the price-cutter. Today he is more in evidence than he has been for many years. You have, as I have, scanned your fairly figured estimate of $580.00 and wondered how that "idiot took the job for $399.00 and expects to come out whole."

Your condemnation, and mine, of the other fellow's mental disorder doesn't get us one penny of business. It isn't bringing our costs down and it isn't selling another order. What you and I need is not criticism of some one else—the inevitable processes of commercial adjustment will take care of him; what we need is positive effort. Spending our time in criticizing the other fellow is negative action. Let's make it positive.

It may be that this industry of ours is trying to maintain itself on inflated prices. If so, let us find it out and determine how our costs can be brought down—not by price-cutting but by cost reduction. I am not a cost expert—I am supposedly a salesman and may be pardoned therefore in expressing belief that, on the one hand, printing was sold too cheaply before the war and that, today, we are asking only a fair price for so important a factor in the upbuilding and maintenance of commerce.

It is true that, in the final analysis, the public buys what it wants and thus decides for any industry what that industry shall produce. It is not likely that any industry can force the nation into accepting what it prefers to sell. But the public can be educated to the merits of the right product and will then, of its own free will, demand it.

The coffee firms have successfully overcome the prejudice which existed against coffee and the resultant increases in sales justified the expectations of every contributor. The California fruit growers have taught the public to select and use their fruits. The safety razor people have weaned us from the old straight blade; you and I and the rest of that vague multitude called the public have been taught to discard the old for the new and better.

Very well then. Printing bought on price is the old and faulty. Printing bought for *what it will do* is the new and better. It is up to the craft to educate the public to that supreme fact.

A persistent and nation-wide campaign is perhaps the first thought to enter our mind. Let us hope we may some day arrive at a definite and unfaltering program based upon that point. But in the meantime you and I can do our part toward that education.

Let us keep ever in mind that truism: "Better Printing Pays." Let us sell it at every turn of the road. Let us prove it by turning out better printing. Let us keep our product above the standard of our price-cutting brethren and prove that it brings greater returns.

I do not mean that beginning tomorrow at 8:25 A. M. we must revolutionize our trade but I do mean that we must persistently sell our product with the true thought in mind.

Continued on page 61

Selling A New Buyer A New Job

Ben Franklin Monthly Will Pay $5.00 Each For The Four Best Ideas Submitted Each Month For Use In This Department

THIS MONTH'S WINNERS

A Mailing Piece for the Department Store

ONE of our most successful methods of selling printing has been to propose a series of mailing pieces to one of the district or community department stores such as exist in every large city. These mailing pieces are mailed out at certain intervals under a permit number and list the bargains which are being sold in that particular store. The piece is really a broadside, 18x12. All of one side is given over to a composite advertisement of the store, with illustrations of articles, descriptive matter and prices, having much the same appearance as a department store advertisement in one of the large dailies. One-half of the reverse side is usually given over to one article, very often of interest to men. The other half is divided into three parts, one of which carries the address of the prospect. The other two parts are given over to various articles.

The beauty of the whole plan is the results it brings, its low cost when compared to the cost of advertising in a metropolitan daily, nine-tenths of whose readers are more interested in the stores of the shopping districts than those in outlying districts (the mailing list is kept "local"), and the fact that such circulars are sent out every week, making one order we can count on.

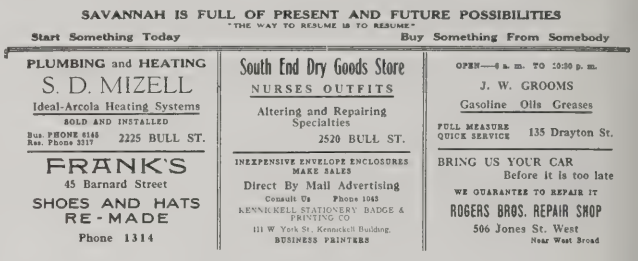
With variations, the same idea can be used by other businesses. It has proved a truly profitable idea.

L. J. SCHRADER, South Side Printing Co., Chicago.

Note: Reproductions of the folder given below.

Blotter Advertising

WE ISSUED four sets of blotters, each one of which bore six different advertisements, including our own. The cost to each advertiser was $3.00. In addition to getting our own advertisement free, we obtained $15.00



for each set of blotters or $60.00 for the four sets, which paid for the entire job with some profit. Our method of distribution was to give each advertiser one hundred blotters. We distributed one hundred ourselves.

M. M. KENNICKELL,
Kennickell Printing Co.,
Savannah, Georgia.

Not content to let the auto replace the horse, a Clinton (Iowa) merchant rubs it in. He has added tires to his old line of harness and the wooden horse which stands in front of his shop has a tire hung around its neck.

A Tourist Chart Has Possibilities

IN A small town on a tourist highway, a nice piece of extra job printing was developed by using the "tourist chart." Take the town in question and have an etching of a map made which takes in a territory of fifty or one hundred miles. Every town in each direction is plotted on the map with the "home town" centrally located, also the roads and number of miles. With this proof, one can go to every garage and many stores in the "home town" and secure an order for from one to five thousand, using the patron's advertising on the reverse side. A size 8x10 or 12 is convenient when folded once and as the map is made on a much larger scale than the regulation highway map, it is considered, by those who have used it, as mighty good advertising. Tourists are glad to have maps of this kind and with the ever increasing amount of auto travel the idea can be worked from year to year, changing the advertising to suit, and developing new customers.

This idea has been worked successfully in at least six towns of less than 2,000 population.

OMAR R. HENDERSON,
The *Democrat-Enterprise*, Hanover, Kansas.

This Idea Is a Sure Winner

PRACTICALLY every state keeps a record of births. These records are usually compiled by someone locally in each city or county. These little new customers are a source of considerable trade for the department store. The birth record is a public record and is accessible to the retailer.

With this in view the writer recently approached the advertising manager of a department store with a dummy of a small typewritten letter and a 3x5 card, which, when folded, would insert into a small envelope with the letter. The letter covered the first page of a four-page sheet of linen finish paper, smaller than the usual correspondence paper, contained at the top the regular letterhead of the firm and read as follows:

Yowell Company

Infants Department, Second Floor

Sanford, Florida

TO THE NEW BABY:---

We want to heartily welcome your arrival and to wish you all health and happiness.

Your mother may be interested to know that we have a very large assortment of everything a little baby needs and that she can get them conveniently here in one department.

We will be happy to see you when you are old enough to visit our store and we hope we may have the pleasure of serving you in the years to come.

Yours for satisfactory service,

YOWELL COMPANY

Sanford, Florida

The card accompanying the letter contained a space for the name of the baby and parents, date of birth, sex, etc., and a line across the bottom stating that if this card would be returned to the infants' department properly filled out a "Baby Book" would be presented in exchange for the card.

The whole proposition sold at sight. Attention was called to the valuable information which would be furnished to the store. The advantage to the buyer of the children's department in the years to come, the possibility of mailing birthday cards to each child in the city on their future birthdays, the advantage of having every mother visit the infants' department of that store at an early date, etc.

The cards when received are filed in an ordinary 3x5 filing case where they are kept for reference. Twice each week a clerk visits the birth record and obtains the name of the parents of each child born in the city and one of these little letters, together with a blank card, is mailed to the mother of the baby.

This is a winner and will sell readily to at least one department store in the ordinary small city.

W. M. HAYNES,
Haynes & Ratliff, Sanford, Fla.

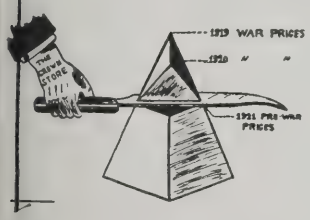
"Cheap Is as Cheap Does"

PRINTING is worth every cent paid for it—and no more.

Printing bought cheaply must be produced cheaply and is in all ways a "cheap job." Its cost is cheap, yes, but its appearance is also cheap and the results it brings are equally as cheap. The price paid for a piece of printing should and does determine its appearance and its appearance largely determines its results.

Cutting the Peak off War Prices

1c. Paid.
Chicago, Ill.
Permit No. 2034



Special! Special! Special!

For the price of Half Soles you can buy New SHOES

Men's Shoes in all sizes . . . . .
Women's High Lace Shoes . . . .
Boys' all solid leather Shoes . . . .
Girls' all solid leather Shoes . . . .
Women's and Girls' Low Shoes . . .
While they last.

$2.00 PAIR

COUPON

BRING THIS COUPON WEDNESDAY

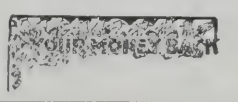
American Family Soap 4 bars, 19c

None Sold to Children

A Dollar's Worth for a Dollar

That's all any of us expect and you'll get it here—your money's worth or your money back—a by-word with us for over 20 years and

Still in Force



Chicago Printers Plan Golf Meet

Olympia Fields Country Club, September 14 to be Scene of Second Annual Golf Tournament, Many Prizes Announced

By J. N. CLIFFORD

CHICAGO printers who have been aching for an opportunity to get back at their chief competitor—to trim him properly—will be given the opportunity September 14, providing, of course, that they play golf, for it is on that day that the second annual Chicago printing trades golf tournament is to be held at Olympia Fields Country Club. Play will not be limited to printers but is open to all connected with the Graphic Arts, and from present indications several dozen foursomes will tee off the morning of the tournament.

Numerous prizes have been announced by Chicago supplymen and printers, the greatest interest being centered upon the contest for the Chicago Paper Merchant's Trophy. The trophy is a beautiful silver loving cup, which is to be awarded to the man who wins it three times. W. R. Thomas, of J. Thomas and Company, won the first leg last year when the cup was first put up. His score was 186 for thirty-six holes gross. It will go this year to the man having the lowest gross score for 27 holes. The prizes, the events for which they will be awarded, and the time of play, follow:

1. Lowest net score 27 holes—A. M. and P. M.
   President's Trophy.
2. Lowest net score 18 holes—P. M. only.
   Vice-President's Trophy.
3. Lowest gross score 27 holes—A. M. and P. M.
   Chicago Paper Merchant's Trophy.
4. Lowest gross score 18 holes—P. M. only.
   Composing Room Trophy.
5. Lowest gross score 9 holes—A. M. or P. M.
   Pressroom Trophy.
6. Least number of putts 18 holes—P. M. only.
   Bindery Trophy.
7. Flight events 18 holes—P. M. only.
   Flight Trophies.

Flight awards will be made as follows:

First Flight.....*Type Trophy*
Second Flight.....*Paper Trophy*
Third Flight.....*Ink Trophy*
Fourth Flight.....*Press Trophy*
Fifth Flight.....*Feeder Trophy*
Sixth Flight.....*Folder Trophy*
Seventh Flight.....*Cutter Trophy*
Eighth Flight.....*Book Trophy*

The President's and Vice-President's Trophies were presented for these events by President E. F. Hamm and Vice-President T. E. Donnelley of the Franklin-Typothetae of Chicago.

The entry fee has been fixed at ten dollars. This amount will cover the grounds fee, luncheon at noon, banquet in the evening to which ladies are invited, and prizes. Reservations are being made to Walter K. Tews, secretary of the Franklin-Typothetae, 538 South Dearborn street, Chicago.

Western Golf Association rules will govern all play, subject to any special or local ground rules. Flight qualifications will be determined by the first nine holes of a Medal Play contest, which will be played in the morning. The lowest gross score in each flight for eighteen holes during the afternoon play will determine the winner of each flight. In other words, the nine-hole qualifying round will be played in the morning and the eighteen-hole final in the afternoon. Morning play will be on No. 1 course and afternoon play on No. 2 course.

Olympia Fields Country Club can be reached by means of the Illinois Central Railroad or by auto. The morning trains leave Randolph Street Station at 7:13, 7:50, 9:00, 10:20, 11:22 (*Chicago Time*), arriving at Olympia Fields one hour and 15 minutes later.

Continued on page 71

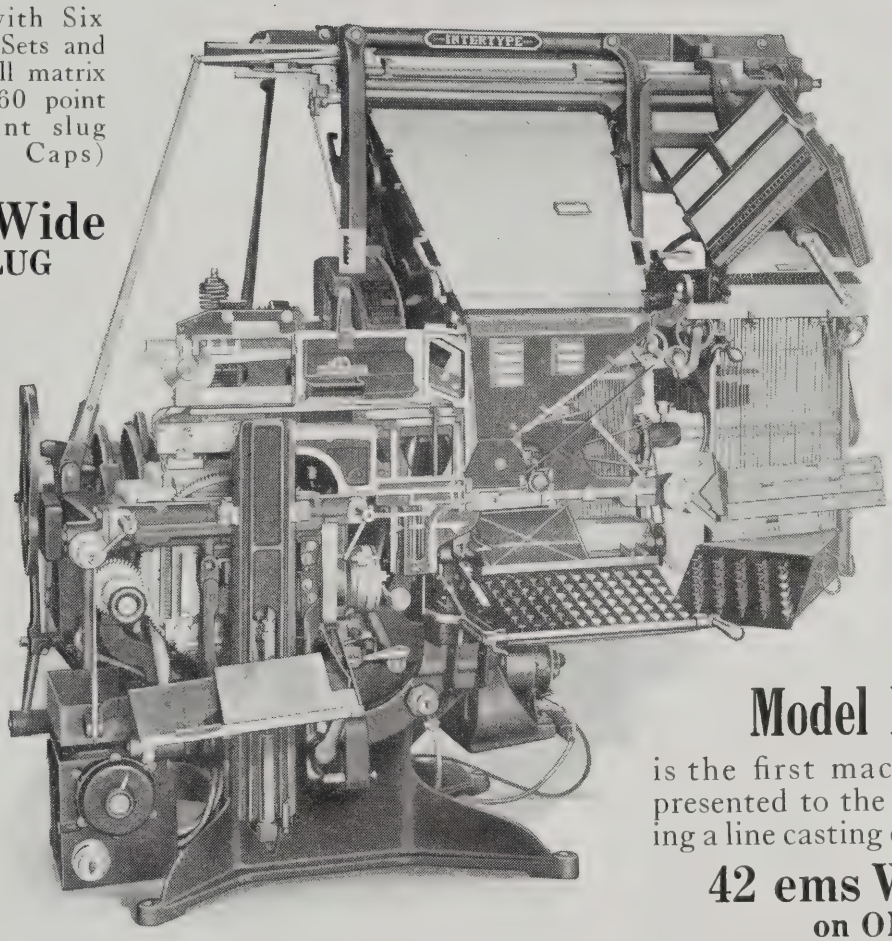
A Beauty Spot at Olympia Fields Country Club

The NEW MODEL D-s.m.

Another Intertype Victory!

Equipped with Six magazines, Sets and Distributes all matrix sizes up to 60 point on a 46-point slug (Condensed Caps) and up to

42 ems Wide
on ONE SLUG



Model D-s.m.

is the first machine ever presented to the trade having a line casting capacity of

42 ems Wide
on ONE SLUG

Intertype Corporation announces for the first time a further important development

MODEL D-s.m. line casting capacity extended to 42 ems on one slug

Builder of "The Better Machine"

INTERTYPE CORPORATION

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

Middle Western Branch
Rand McNally Bldg., Chicago, Ill.

Southern Branch
160-162 Madison Avenue, Memphis, Tenn.

Pacific Coast Branch
86 Third Street, San Francisco, Cal.

TORONTO TYPE FOUNDRY CO., Ltd., Toronto, Canada. Canadian, Representatives

Ben Franklin Monthly

PUBLISHED FOR SERVICE TO
Printers, Trade Compositors, located in the United States and Canada

Editor	P. A. Howard
Managing Editor	C. J. Nuttall
Business Manager	G. V. McCune
Advertising Manager	E. P. Rowe
New York Manager	H. Lee Treadwell
Seattle Manager	George W. Wiley

BEN FRANKLIN PUBLISHING CO.

P. A. Howard	President and Treasurer
E. P. Howard	Vice-President
C. J. Nuttall	Secretary

CHICAGO	SEATTLE	NEW YORK
440 S. Dearborn Street	L. C. Smith Bldg.	27 Warren Street
Telephone Harrison 6113	Phone Main 6865	Telephone Barclay 1295

Advertising rates on application. Forms close 25th of each month. Subscription rate $2.00. Single copies 20 cents

Riding the Goat Again

WE sometimes wonder how the Federal Government could possibly raise revenue enough to conduct the business of its own talkative legislative bodies if the American people were suddenly to become noncommunicative and cease to write letters, send telegrams and talk to each other over the telephone.

At present the letter method is the only tax-free mode of communication except word-of-mouth, face-to-face talking. But even that method is in danger of becoming a means of raising additional revenue. The postage stamp, that good old goat which has borne heavy tax loads before, is about to be ridden again, if the seed which President Harding has sown toward raising the idea of three-cent postage for first-class mail finds fertile lodgment in the minds of our Congressmen.

We did not complain during the war when we licked a three-cent stamp and placed it on a letter. It seemed a little thing then when financing the war seemed a well-nigh impossible task. And it is a little thing now—on one letter. But this additional cent on every letter mailed in the United States is calculated to cost us as a whole between $70,000,000 and $80,000,000.

The Chicago Tribune reminds us that there will still be one tax-free form of communication. The weighty political communications of Congressmen to their constituents, which travel now in franked envelopes, will bear no tax. Tons and tons of such matter leaving Washington form no small contributor to a postal deficit.

We wonder a little why mailers of direct advertising pieces, in a worthy effort to build better business, should be made to bear the expense, by increased postage, of sending out over the country large, weighty supplies of political propaganda which few people, if any, ever read.

Making a Cake for St. Bride

THE students of St. Bride Foundation Printing School in London have set for themselves the task of raising the sum of 600 pounds to found a printers' pension fund as a memorial to those of their fellow students who were killed in the war.

In furtherance of their plan, they have published a book of seventy-five pages of specimens of their work which they have called *The St. Bride Students' Cake.* This is being sent to all who contribute ten shillings or more to the fund. The book is worthy of mention because of the high standard of excellence which is maintained throughout.

Among its illustrations are twenty-one beautiful specimens of photo-lithography, five halftones in two colors, four in four colors and two wood cuts, reproduced in a manner of which any master printer might be proud.

It would be well if this specimen of English students' work were available to every apprentice in the United States. There is an opportunity here for every local Typothetae or other organization which is conducting a school for apprentices not only to help a good cause by contributing the requisite amount, but to obtain an example of fine typography which should inspire the boys who are becoming printers in this country to a finer feeling for the beauty of artistic printing. The address is St. Bride Foundation Printing School, Bride Lane, Fleet Street, London, E. C. 4.

The Hotels Speak

UNDER the heading "The Consumer Pays," the *Hotel Monthly*, issued in the interests of the hotel owners, makes a protest against the cost of stationery. It says:

"Hotels have found that the stationery expense has mounted very high in the last two or three years, and cannot understand why the prices keep high.

"The stationery prices have been sky-rocketed by increased labor costs in mill and print shop; increased paper costs through increased pulp and chemical cost; and many other increases passed along from one hand to another from forest to print shop that we have been unable to trace.

"What everyone knows, however, is that prices are steep, seemingly beyond reason, and the consumer pays."

Practice What You Preach

THE Seaman Patrick Paper Company of Detroit has just issued a prescription in the form of a broadside which should be filled and taken as prescribed by every employing printer in the country.

The broadside is entitled "Take a Dose of Your Own Medicine" and tells the story of a large contract for direct advertising lost to a printing firm because the prospective customer was aware that the printer was not using direct advertising himself. How then could the merchant have confidence in the printer's recommendation of this business getting force?

The cook who will not eat the food prepared for her table, the automobile manufacturer who uses a car made by another firm, the inventor of a gun who fears to stand on the field when his weapon receives its initial trial, the bald manufacturer of hair tonic—what confidence would you have in their products?

The printer who is advocating direct mail advertising for his customers but who is not using it himself makes rather a comic figure, in our opinion, at least.

"Grammatical Correctness Will Not Be Considered—"

AN ANNOUNCEMENT by a printers' association offers fifty-five dollars in prizes for the eight best articles, written by its members, on the evils of price-cutting. An excellent idea. But here is one sentence from the announcement which is worth a bit of thought: "Grammatical correctness or form of expression will not be considered winning points; only largest number of evils and results therefrom with practicability of idea, plan or recommendation for usage to curb same will be graded."

In his best days, Cicero never wrote a sentence more incomprehensible to the student of elementary Latin than this sentence is to us. We have read it over six times hand-running and still doubt our eyesight. In a gen-

eral way we surmise that the judges are to disregard utterly all rules of grammar in selecting the eight winning articles.

A few days ago the editor of a printers' trade journal made the statement, "Some of the most intelligent workmen in America are in the hand composing rooms of its printing plants. A man cannot set type constantly, day after day, especially by hand, without absorbing some of the knowledge which he is helping make into the printed page." This should be true, and yet, here we have the example of an association of master printers encouraging an utter ignorance of the simple rules of grammar which were taught them in the graded schools.

We hold no particular brief for a polished literary style in short business articles. A writer has a profession for which he has been trained by constant practice. Certainly a part of his ability is innate, but writers are not born with the finished equipment which is reflected in the fine work of their more mature years. There is less inspiration in this style than there is perspiration, by the way. The style of men whose work marks them as literary artists is the result oftentimes of painful writing and rewriting of millions of words. There is no short cut to a finished literary style. The man who writes and wins success through his writing cannot be a casual dilettante. He must give his life chiefly to that one thing.

We have little patience with the person who insists that an article must be written by a professional writer with a "style" in order to be worth reading. If we were to adopt so strict a measure as this of the worth of business articles, we would rule from the printed page much that is most worth while in business literature. Who is more fitted to tell of the problems met in every-day business of any kind than the man who has met them and successfully overcome the difficulties which presented themselves? There should be no one more capable of writing about the evils of cutting prices in printing than the printer who has had to meet price-cutting competition. And it is patent that the employing printer who is concerned with the success of his business has no time to make of himself an accomplished writer with a literary style. He cannot walk straddle-wise with his feet in two roads. If either path is to lead him to success, he must put both feet squarely in one of them, point his toes forward and go. Excursions into the other must be of temporary duration, for his own pleasure or because he feels he has something to say which should be said, and something which is worth while, for the thoughts contained in it alone, without regard to literary style, the type, paper, ink and time which it will consume.

But grammar! When we left the eighth grade of public school and entered high school, we went to that higher branch supposedly equipped with a grammatical vocabulary. We did not have "literary style." Very few of us ever gain it. But we did have, if we came from the eighth grade of a school worthy of existence in any civilized scheme of education, some crude idea of how to form sentences so that the meaning would be clear in any English-speaking country. And we had a general idea that there was some sound reason for the hours which we spent between the dog-eared copies of our green grammars which bored us infinitely.

And the reason is there and always has been there and always will be there. We call a robin a robin and a cuckoo a cuckoo and say that it is raining when it is raining, not because the expressions which we have adopted arbitrarily have any affect upon the fact, but because, when we speak we are making an effort to send thoughts which are in our minds into the minds of other people. Robins might just as well be called cuckoos, but the fact remains that they are not, outside of insane asylums, nor do people who are given credit for knowledge of the English language say that it is raining when the thought which they wish to transfer is "Gee! It's a peach of a day — no clouds or anything."

From words to their usage is but a step. It is quite true that it is a step into a region where there is less definiteness and a wider latitude of personal opinion. And it is true that it is easier and more excusable to commit slight grammatical offenses than it is to confuse the meaning of a word utterly. If we had written just now, "to utterly confuse," our sentence would have been incorrect because it would have contained a split infinitive, and yet the meaning of it would have been quite as clear as it is in the correct sentence. Here would have been a rhetorical error easy to forgive in a business article.

But we hold it inexcusable for the official representative of the employing printers of a city to encourage by frank acceptance a sweeping disregard for all the rules of grammar, even in a business article.

We have selected symbols arbitrarily and called them the letters of the alphabet. We have put them together arbitrarily and called the resulting composite symbols words, each with a meaning peculiar to itself and its few synonyms. We have gone a step further than this (arbitrarily, again) and have formulated rules for the arrangement of these compound symbols and have educated our children carefully in the application of these rules, so that "all who run may read," and all who read may understand.

And we have built up in this country an industry represented by 30,000 plants to put the thoughts of men, as expressed by the resulting English language, into the permanent form of printed matter. The employers of that industry are represented by an international trade association made up of approximately 125 local associations whose rolls list over 5,000 firms.

One of these local associations is conducting a prize contest in which the entries will be articles for its local publication on the evils of price cutting. As we have said before, an excellent idea. But "grammatical correctness will not be considered." Not so good. In the business attendant upon consideration of costs, production, excellent typography, and the evils of price cutting, is there not time for the employing printers of America to consider a few of the fundamentals of ordinary grammar-school grammar?

Printers pride themselves upon being artists of "the art preservative of all arts." Is their art all mechanical, or might they not be, when a little more thought is given to the more abstract expressions of the creative instinct—when "grammatical correctness" is considered more than neglible—contributors to the art of well-written English as well as to the art of well-placed types?

2% = ?

DID you ever stop and figure to how much the cash discounts on your bills really amounts?

Suppose you have a $100 bill on which you are entitled to 2 per cent discount, if paid within 10 days, and you pay the bill at the end of 60 days; you would then be paying $2 for the use of the $100 for 50 days. The rate of interest would be about 14½ per cent.

You would kick like sin if your banker attempted to charge you 14½ per cent, but what excuse have you to offer for doing that same thing to yourself?

August, 1921, Paper Directory Issued

THE last three months have seen a considerable drop in the prices of fine papers. These are shown in the August, 1921, Ben Franklin Paper Directory and price list just issued.

Why Not An Annual Graphic Arts Exposition?

THE unquestioned success of the Graphic Arts Exposition in connection with the annual convention of the International Association of Printing House Craftsmen shows conclusively how much it is possible for an association, functioning without any motive of monetary profit, to accomplish.

The Chicago Club of Printing House Craftsmen has kept faith with its exhibitors and refunded to them 5 per cent of the rental of their booths. This amount represents the surplus remaining after all expenses of the exposition were paid, and is another indication of the sincerity of the Craftsmen in their statements of the objects of their association. Without this sincere, unselfish desire to furnish an impetus to the printing industry of this continent by a huge educational exhibit, the exhibition could not have been the phenomenal success that it was.

The idea of such an exposition is not new. It has been tried before on a smaller scale with the idea of personal profit motivating it, and the result has been little short of failure. There is little doubt that the difference between failure and success in printing shows has been the difference between the narrow, personal profit viewpoint and the universal viewpoint of the Craftsmen, which recognizes that there is no advance in individual profits which can compare to the individual good which accrues to every printer through an advance in the entire industry.

Coming as it did at a time of business depression, the Graphic Arts Exposition has furnished an inspiration to printers which cannot fail to help them overcome the petty irritations and large problems which mark a slack industrial season. It has furnished an unmistakable indication that printers, the country over, are not afraid of the outcome of this season of smaller orders and industrial unrest, but are preparing for a large increase in business by equipping themselves to meet it.

Exhibitors report remarkable interest in new equipment, and some of them, phenomenal sales. Herein lies perhaps the greatest significance of the Graphic Arts Exposition. The printers of America came to Chicago to look and learn, but they also came prepared to buy, and they bought.

The pessimist, the industrial weak sister, the man who has lost heart through economic reverses, does not buy new equipment. He stands silent guard over his bank account and writes few large checks for plant equipment. The printer of America has shown that he is none of these. He is sure of the future. Without doubt the exposition made that assurance doubly sure, and in many cases crystallized his intention to enlarge and prepare for a bigger future.

It would be a mistake to let this potent force in the printing industry be a thing of memory only. We hope that even now the International Association of Printing House Craftsmen is laying plans for the second annual Graphic Arts Exposition in connection with the third annual convention of that association which is to be held in Boston in 1922.

The U. T. A. Convention

DURING the week beginning October 17 there will be held in Toronto a meeting which bids fair to go down in history as the most important gathering of employing printers which has ever been held—the thirty-fifth annual convention of the United Typothetae of America.

The convention comes at a peculiarly significant time in the history of printing. Long mooted differences between employers and employed have come to a head in the printers' strike which has undeniably crippled the industry to an appreciable extent. In its wake follow a host of new activities among employers. Many cities have declared themselves "open shop." Realization of the need for a supply of workmen to man these shops has called forth a quick and much to be commended activity in the education of apprentices.

The U. T. A. has reconsidered its present organization of Open and Closed Shop Divisions and, through its executive bodies, has approved the present plan, and will recommend its continuance to the convention. There is little doubt that the all-important question of labor will make up a large part of the discussion.

There is a general realization throughout the industry that low production and high costs have become a serious menace. The best minds throughout the country are at work on the problem and there will be much said about ways to overcome these two coincident evils.

The eyes of the printing world will be on Toronto during October. History will be made there, and in a large measure the progress of the industry in the immediate future will depend upon the way the men gathered there meet the challenge of the present industrial situation.

Every local Typothetae and every member of the organization, local or at large, should give the most serious thought to this coming meeting, and send delegates whose deliberations will result in actions of which the industrial world will be proud.

There should be a larger gathering of visitors than has ever marked a like meeting. While the official actions of the association have perhaps the largest significance, there will be repayment in large measure for the time and money spent by every convention visitor.

It is regrettable that a more definite program has not yet been announced. We have the assurance of the officers of the Typothetae, however, that the program will include men worth traveling many miles to hear. The experience of mingling with these men and hearing what they have to say, and of meeting printers from all over the continent is one the value of which cannot be measured by dollars and cents.

From Toronto to Springfield

IMMEDIATELY following the convention of the U. T. A., at Toronto, the annual convention of the Direct Mail Advertising Association will be held at Springfield, Mass. The dates are October 25, 26 and 27.

Every dictate of business common sense says that one of the printer's primary interests should be direct mail advertising. Last year it furnished him with an aggregate of $300,000,000 worth of business. More and more the idea of the service printer has taken hold in the industry. Today the man who hangs out a shingle as a follower of the "Art Preservative," must be more than an artisan and his shingle must have more printed on it then "General Printing," if he is to take his place among the foremost in his craft.

Specialization has inevitably made its place in printing, and of the printing specialists direct mail printers hold high place. As the U. T. A. convention will answer many of the general questions which beset the industry, the Springfield convention will make clear many of the matters about which he wonders in his specialty.

From Toronto, Ontario, to Springfield, Mass., is but a step in this day of rapid transportation. The D. M. A. A., and Springfield invite you to take the step. BEN FRANKLIN MONTHLY urges you to accept the invitation.

Sales Suggestions Worth Following

Four Ideas Which May Help You Increase Your Business During September

By FRANK H. WILLIAMS

IN ALL the larger cities there are numerous advertising agencies which make a practice of preparing newspaper advertisements used by the various local stores.

For instance, one such agency will prepare the local newspaper advertisements of a department store, a hardware store, a bakery, and so on. Quite often the number of active advertising accounts handled by the agencies in cities of from 50,000 to 100,000 will number anywhere from fifty to a hundred.

Now, all of these agencies are in active contact with the city's most consistent advertisers. There isn't one of these agencies but frequently runs up against advertisers who want to get out direct mail advertising of some sort or other, booklets for distribution in the store, circulars for house-to-house distribution, and so on.

This being the case, it is evident that the advertising agencies of a city offer a splendid opportunity to the alert printer for getting more business. The wise printer will cultivate the acquaintance and friendship of all the advertising agencies in his city with a view to getting them to push all the printing business possible to him.

There isn't an advertising agency that would not be glad to make an arrangement with a printer whereby the agency would secure a ten per cent commission on all printing business it handed the printer. Such a deal would undoubtedly be a mighty good business proposition for the printer.

Think what it would mean to a printer to have all the advertising agencies in his city working in his behalf!

Think of all the booklets, circulars, post cards and printed matter which he would be required to get out!

And, of course, the printer could help things along by getting up ideas of his own, taking these to the agency with the suggestion that it would be a good stunt for this, that or the other client of the agency to get out that sort of advertising. When the printer did this it would mean that the agency would be glad to sell the proposition for him for the nominal commission of ten per cent and that the printer would be sure of the sale without wasting a lot of his own time trying to put the proposition over.

Hook up with the advertising agencies in your city. You'll find that it will pay.

* * * *

Make Boosting Pay

THE more a printer's home town grows and prospers, the more his own business will grow and prosper, provided he is reasonably alert and progressive.

Therefore, everything the printer does to help the town grow is really helping his own business. The more thoroughly he is identified with the town's growth and enterprise, the better it will be for him.

This being the case it is a good proposition for the printer to get out circulars to be included with every job of printing he sends out. These might read as follows:

"This is a great town.

"I'm glad to live here and glad to see it grow.

"I'm doing my bit to help the town along. I belong to the Chamber of Commerce and the Kiwanis Club and I boost the town at every chance I get.

"Let's all boost this town hard now. The more we boost it the better business will be. And the better business is, the better it will be for all of us.

"Let's go!"

This would be sure to attract a lot of attention and would create favorable comment. All of which would help the printer's business.

* * * *

Selling by Showing

IT IS efficiency to make sales as quickly as possible. One of the best methods of making sales quickly is to have all samples so arranged that the right sample can be shown to the prospect at once without having to paw over a lot of samples in which the prospect has no interest.

For instance, if the prospect is interested in booklets, the printer should have a rack or drawer of booklets handy so that he can show them without selecting the booklets from a mess of circulars, dance programs, etc.

When the prospect is interested in mailing cards, the printer should have a drawer or rack or book of mailing cards handy so that the prospect can see all the various kinds of mailing cards turned out by the printer without having to look at a lot of other printed matter.

Classify and arrange your samples properly. Get your booklets together, your business cards together and so on. You'll find that it will be an immense help in making sales and that this efficiency will also make a fine impression on your prospects and lead them to feel that you are a live wire.

And if on each sample you would make a notation as to the quantity printed, the date of the job and the price, it should help a lot in making sales.

* * * *

Make Lost Customers New Prospects

WHAT'S become of all your old customers?

Why do you no longer get work from the Bon Ton Store?

How does it come that the Acme Manufacturing Company hasn't sent you a job in months?

Of course, the business depression may account for some of your former customers being numbered among the missing, but it will not account for all of them.

Why not go over your books and make a list of all your former regular customers who haven't given you a job in a long time? Of course, you can remember the names of some of them but it would be much the better plan to get the list accurate by taking it from your books.

And why not, after making this list, make personal calls on all these former customers for the purpose of ascertaining just what has kept them away from your shop and for the additional purpose of trying to get them back again?

In the natural course of events, any printer who has been in business for any length of time has a number of lost customers. Some of these customers have been lost because they have been displeased by some trivial thing and have never communicated their displeasure to the printer. It should be easy to iron out such troubles and to get the customers back again. Still other customers have been lost because some other printer has "sold" them on his plant. Surely, a live-wire printer could get back some of the work of these customers at least.

Remember that an increase in business does not always come from getting new customers. Frequently it comes from retaining those the plant has at the present time and by regaining a goodly number of those customers who have been lost for one reason or another.

--a New Firm now well organized

Operating a day and night service that you will like; very dependable in all our different departments. We maintain a staff of men well schooled so as to give your work that pleasing effect so often seen in the better grade of composition. Monotype, Linotype, or better still, Make-up your next order using the Kerr-Simons Typesetting Service.

TELEPHONES: WABASH
7192 - 7193 - 7194

Chicago Special to Toronto

THE Franklin-Typothetae of Chicago will run a special train to the U. T. A. Convention at Toronto. The dates of the convention are October 17-20, and convention headquarters, King Edward hotel.

The "Chicago Special," consisting of solid steel standard sleepers, compartment sleepers, observation and dining cars, will be operated via the Michigan Central and Canadian Pacific railroads and will leave Chicago, Roosevelt Road and Lake Front, 5:00 p. m., standard time, Sunday, October 16, and run on the following schedule:

	(Cent. Time)	
Lv. Chicago, 12th St. Station.	5:00 p.m.	Oct. 16, via M. C.
Lv. Chicago, 43rd St. Station.	5:07 p.m.	" " " "
Lv. Chicago, 53rd St. Station.	5:10 p.m.	" " " "
Lv. Chicago, 63rd St. Station.	5:13 p.m.	" " " "
Lv. Niles	7:05 p.m.	" " " "
Lv. Kalamazoo	8:05 p.m.	" " " "
Lv. Battle Creek	8:35 p.m.	" " " "
Lv. Jackson	9:35 p.m.	" " " "
Ar. Detroit	11:15 p.m.	" " " "
Lv. Detroit	11:20 p.m.	" " " "
	(East. Time)	
Lv. Windsor	12:30 a.m.	Oct. 17, via C. P.
Ar. Toronto	7:30 a.m.	" " " "

Connections with the "Special" can be made as follows:

Lv. South Bend (Electric)	6:00 p.m.	Oct. 16
Ar. Niles	6:35 p.m.	" "
Lv. Ft. Wayne (N. Y. C. R. R.)	4:30 p.m.	" "
Ar. Jackson	8:45 p.m.	" "
Lv. Muskegon (Penn.)	4:30 p.m.	" "
Lv. Grand Rapids (M. C. R. R.)	5:13 p.m.	" "
Ar. Jackson	7:40 p.m.	" "
Lv. Lansing (M. C. R. R.)	6:34 p.m.	" "
Ar. Jackson	8:00 p.m.	" "

Railroad Fares

Reduced fares are authorized for the convention on the certificate plan. Those who intend making the trip should buy regular one-way tickets, obtaining the standard certificate (not receipt) from ticket agent at the time of the purchase. Return tickets will be sold to original starting points at one-half regular fare. The one-way fare, Chicago to Toronto, is $20.57, including war tax. The return fare will be $9.63, including war tax (in American funds).

Sleeping Car Accommodations and Reservations

The charge for sleeping car accommodations from Chicago will be:

$6.08 Lower Berth	$17.01 Compartment
4.86 Upper Berth	22.68 Drawing Room

Make your reservations early with Walter K. Tews, secretary Franklin-Typothetae of Chicago, 538 South Dearborn street, Chicago, Illinois.

Railroad tickets must read via Michigan Central Railroad from Chicago or connecting points on the Michigan Central in order to connect with the "Chicago Special" and to make it possible to obtain the reduced return fare.

Craftsmen Select Goodheart and Boston

WILLIAM R. GOODHEART, of the Stromberg-Allen Company, Chicago, and president of the Chicago Club of Printing House Craftsmen, was elected president of the International Club of Printing House Craftsmen at the annual convention of the organization, held in Chicago July 25-26-27. Other new officers elected were: Edward W. Calkins, of Boston, as first vice-president, and Harvey H. Weber, of Buffalo, as second vice-president. John J. Deviny, of Washington, was re-elected treasurer and L. M. Augustine, of Baltimore, as secretary.

Boston, Mass., was selected as the 1922 convention city.

We Publish His

Editor BEN FRANKLIN MONTHLY:

Do you ever publish a criticism? I have faithfully read the BEN FRANKLIN MONTHLY from cover to cover each issue and will admit enjoying it. Also, I have learned a great deal, that is, a great deal about increasing sales by creating new printing and catching customers by various forms of advertising.

Practically every article on this subject tells how to serve the customer one way or another, by increasing your overhead, incidentally, and helping said customer to build up his sales by some special form of advertising.

But I still look for my business among such customers who do not need that service. They do need a lot of printing but not to increase their business, only to handle what they have. In other words, we are among the humble printers who feed forms to the big railroads and industrial corporations.

From present appearances, this class of work is beneath the average writer on "How to Increase Sales." These customers buy almost entirely on a competitive basis. The problem is to get salesmen who can get the purchasing agents and buyers to allow us to bid on their work, then become well enough acquainted to find out how we stand and where we fail.

Of course, we know that our factory costs must be kept down in order to keep our prices down. And we also know this keeping prices down isn't following the lofty principles of the advertising printers. However, such are the conditions and we must meet them.

Now my question is how can I promote a sales organization to build this kind of business, providing the factory takes care of what we sell? This is a big field of printing and one entirely neglected in the trade publications.

Allow me to say that I have worked in various cities and towns as a representative of the United Typothetae of America and I have often run into this question without finding the answer. We preached the same sermon but it did not help conditions such as they are in this particular field.

White Haven Printing Company, Inc.
R. M. DUEREWALD,
Sales Manager.

P. S. The biggest shops in the country and the bulk of printing comes in this competitive commercial class but I fail to find any trade journals or trade associations giving any consideration to this most important problem.

Editor's Note: A series of articles along the line suggested by Mr. Duerewald, is now in preparation. We hope to publish the first article in the October BEN FRANKLIN MONTHLY.

PHONE MAIN 4757

Simpson, Bevans & Co.

Electrotypers
Engravers

322 West Washington Street
CHICAGO

Kinzie Kut Black

This dense, blue-toned Black lays smoothly on S. & S. C. and Enamel papers; it will not offset nor fill the finest halftone screen; it sets quickly into the sheet, can be backed up in a few hours, and dries hard overnight.

Its excellent working qualities are not affected by age or climate. It appeals to the man producing a particular job, as well as to one who must get the work out in a hurry.

Prices in 5 lb. to 50 lb. cans are as follows:
Under 100 lbs., 40c per lb.
100 lb. lots and up, 35c per lb.

American Printing Ink Company

2314-2324 W. Kinzie St., Chicago
Phone Seeley 106
Incorporated 1897

Special Offer

We will mail, upon request, a 5 lb. can of **Kinzie Kut Black 640** at 40c per lb. If it is not satisfactory, so advise us and we will cancel the charge.

THE LATHAM WAY

Composing and Pressroom Equipment

Type Cabinets, Wood or Steel, All Styles.
Imposing Tables, Steel or Wood.
Patent Bases and Register Hooks.
Steel Cabinets on Casters for Patent Base Equipment.
Hancock Perfecting Lineup Machine.
Mashek Form Trucks.
Gas Burners for Cylinder, Job and Kelly Presses.
Rouse Paper Lifts.
Iron Furniture.
Steel Interlocking Furniture.
Riebe Quoins, Keys and Guides.
Electric Welded Steel Chases.
Superior Chase Locks for Cylinder Presses.
Rouse Roller Cooling Fans for Miehle Presses.
Wesel Diagonal Groove Final Bases and Hooks.
Potter and Poco Proof Presses.
Slauson Cylinder Press Locks.
Morgans & Wilcox Job Locks.
Cylinder Press Seats.
Page Fountain Dividers.
Warner's Roller Trucks for Job Presses.
Rouse Mitering Machines.
Rouse Tympan Holders for Pressroom.
Shute Planes for Beveling and Undercutting Patent Plates.
Hoerner Combination Shute Board and Type-high Machine.
The Taylor Registering Projector.

LATHAM AUTOMATIC REGISTERING CO.
CHAS. J. KANERA, Gen. Mgr.
608 S. Dearborn Street, CHICAGO, ILL.
170 5th Avenue, NEW YORK

U. S. Leads in Technical Education

OF GREAT significance is the fact that the United States leads in the technical education of its printers. That this is true was brought out by J. R. Riddell in an address before the World's Printing Trades' Congress recently held in London. His subject was, "Technical Education in All Lands."

Quoting from the *British and Colonial Printer & Stationer* of June 23:

"When we come to consider technical education in America we find quite a different position. (Comparing such education in America with that of France, which is very backward.) During the last few years these progressive people have forged ahead with technical education. The United Typothetae of America controls and runs a large school at Indianapolis; and the Pressmen's Union claims to have the largest technical school in the States, equipped with the latest machines, having for its object the keeping of the members of that union up-to-date in the handling and working of the latest mechanical developments in the printing industry. There are other craft schools constituted for specific purposes, some of which take students for a whole-time training for the purpose of fitting them to hold executive positions, such as the Carnegie Institute of Technology at Pittsburgh, where a degree is awarded, called Bachelor of Graphic Arts, and which admits to Harvard University, where there is a graduate school of Business Administration, the object being to prepare men for positions of high responsibility and leadership in the business world. We find in the States customs peculiar to that country, and which I do not think are found elsewhere in the world: the teaching of printing in public schools as a vocational subject, and the shop school, such as the excellent and successful one at the Lakeside Press, Chicago, where they take boys from the schools and give them a pre-apprenticeship training for two years with the object of getting into the craft only those who give promise of becoming efficient workmen. There is also a form of technical instruction by post, a method of education which America has developed."

The great fault with printers' technical schools in Great Britain, according to Mr. Riddell, is their lack of uniformity. He said:

"We find schools scattered throughout the country, each of them more or less working along individual lines. Some of them, it is said, have little or no appreciation of the needs of the great industry which they represent, at the same time the students are recruited from those engaged in the printing industry. Still, consistent efforts are being made to provide a technical training which it is hoped will leave its mark on the printing industry, not only through the young craftsmen, but also by the training of the future master printer in the various departments of the industry and in the specialized subjects, including costing, accountancy, office administration, economics, factory Acts and understanding of legal terms as applied to printing.

"The day is not far distant when there must be a closer link between the technical schools and the trade associations, who must of necessity take a large voice in determining the work undertaken there, and it is up to them to see that the instruction given is such that it will help to make a student more efficient in the workshop, and it must be their responsibility to see that the syllabus which is arranged is not what may be called 'shop-window dressing,' but a course of instruction which will encourage the initiative and individuality of the young craftsman, so that English-speaking printers are placed in a position where they do not fear competition either in quality or quantity from printer craftsmen in any part of the world."

Germany had always been a leader in such education until the war, the speaker said, and, "Whether we like it or not, we have to look to our late enemies, the Germans, for guidance in technical education. Before the war they were in the acknowledged position of turning out a large number of highly proficient craftsmen, and it is safe to say that wherever science touched manufacturer, there they were beating the world."

This was due to the method of training whereby a firm could not take an apprentice unless the one responsible for his training could produce a certificate testifying to his ability to teach the trade. This was supplemented by a comprehensive technical education under state direction, which not only assisted in making the apprentice a better craftsmen, but encouraged him to become a good citizen.

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Two New Dull Coated Enamel Papers

¶ In addition to our standard lines of Bonds, Enamels, Offsets, Ledgers and other papers under the Dwight Guarantee, we have recently added Acme and Chenille Dull Coated Enamels.

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¶ Strictly a high grade dull coated enamel Book Paper possessing the finest printing qualities. A Dwight product, used by those who recognize the value of producing printing results which please the most critical.

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¶ A dull coated Book Paper, moderately priced. We especially recommend Chenille for printing results where economy is the keynote. We guarantee there will be no sacrifice of the quality and appearance of the printed results

¶ Both Acme and Chenille can be supplied in India and White. We shall be pleased to send samples and quote prices upon request. Dwight's delivery service is noted for promptness.

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Use the Ben Franklin Chicago Paper Directory and Price List. New issue now out.

UNITED STATES AT LARGE

The International Printing Pressmen's and Assistants' Union of North America is entitled to recover $165,000 and costs from George L. Berry, president of the International, and his four associate members on the board of directors by a ruling of Federal Judge A. M. J. Cochran.

The decision was in the case of Chicago Union, No. 3, against George L. Berry et al. Judge Cochran further decided the Chicago Union, No. 3, is a member of the International in good standing. Efforts of Mr. Berry and his associates to oust it were futile. The plaintiffs contended money had been improperly diverted from the International's funds to private enterprises.

Berry and his associates were enjoined from interfering in the affairs of the Chicago union or from putting any other pressmen's union there, and also from issuing members-at-large cards. They also were enjoined from doing business with certain companies said to have been owned and controlled by Mr. Berry and J. C. Orr, secretary-treasurer of the International. A. C. Dore of Knoxville, Tenn., was appointed receiver to collect $165,000.

Establishment by the New York State Allied Printing Trade Council of savings and commercial banks "where the funds of the trade unions and the earnings of the workers can be placed with security and with all assurance that they will not be used to defeat or interfere with the progress of trade unions in their efforts to secure better working conditions for their members and their families" was urged in a resolution at the 25th annual convention of the Council, held in Rochester, N. Y., late in July. A protest was also made against the cancellation of any war loans to foreign powers and urging the United States Government to insist the interest due be paid at an early date.

A resolution, signed by 100 New York publishers, asking for a reduction in printers' wages, was submitted to the New York Association of Employing Printers last month. The resolution demanded that notice be given Typographical Union No. 6 of that city before September 1, that a wage reduction of 20 per cent must be agreed to or the matter submitted to arbitration. The reduction is to become effective October 1, according to the resolution.

The paper and printing industries of Russia are in better condition than most of the other industries of that country, although production of paper is but 20 per cent and printing 15 per cent of normal, according to government reports. The production of coal is 20 per cent of normal, that of watches and salt 15 per cent. These are the only three industries that compare at all with paper and printing production.

The price of educating that apprentice whom you have been wanting to send to school has been lowered by a recent ruling announced by the Bureau of Internal Revenue, Treasury Department, according to an article by Judge Alfred E. Ommen, general counsel of the U. T. A., in the Typothetae *Bulletin*. The ruling says: "Where a corporation encourages or requires its employes to attend part-time schools, it may deduct as a business expense reasonable amounts paid as compensation to such employes during their absence from employment while attending such schools."

Another ruling which has to do with the education of the employer himself, and which should furnish a well-deserved stimulation to trade journal subscriptions, is as follows: "The subscription price paid by a taxpayer for a technical magazine or trade journal, to be used by him as a means of furthering his business interest, is deductible as a business expense."

What is termed "one of the most beautiful and attractive retail stores of the middle west" has just been opened by the Rockford Printing Co., at 214 East State street, Rockford, Ill.

Display cases have been arranged in an oblong, blocking the managerial, accounting and stenographic departments in the center, with spacious aisles separating a complete new set of wall fixtures trimmed in circassian walnut.

Entrance to the various aisles is through a ten-foot lobby in the front of the store. Luxurious leather seats at each side of the lobby have been provided for the convenience and comfort of customers. A special telephone booth has also been provided for their added convenience.

Brenton C. Pomeroy, of the Byron Weston Co., Dalton, Mass., was recently married to Miss Kathrine A. Semple, of St. Louis, Mo., and Woodstock, Vt. The wedding took place at Woodstock. Following the wedding Mr. and Mrs. Pomeroy took an extended trip through Canada, returning later to Pittsfield, Mass. They are now at home to their friends at 15 Kenilworth avenue, that city. Mr. Pomeroy is well known in the printing and paper trades and congratulations have been received from all parts of the country.

W. B. Evans, New York, president of the Tariff Printers' organization, has announced the appointment of the following committees: Membership — George H. Norman, Cleveland, as chairman; R. W. Bohnett, Cincinnati; F. P. Corley, St. Louis, and N. H. Anspach, Cleveland. Cost — Edward L. Stone, Roanoke, as chairman; R. A. Dorman, Pittsburgh, and E. P. O'Donnell, Philadelphia. Trade Customs — E. P. Corley, St. Louis, as chairman; Walter Hopkins, New York, and R. W. Bohnett, Cincinnati.

The Law Printers' association, organized last year as a branch of the United Typothetae of America, will meet in Toronto, Tuesday, October 18, according to Theodore Hawkins, Chicago, its president. A program of interest to law printers has been arranged.

At the close of the Union Printers' National Baseball Tournament, staged at Detroit, Mich., from July 30 to August 6, the Massachusetts aggregation was awarded championship honors, with the Indiana team as runner-up.

Ten games were played in six days, and teams from the following cities participated: Washington, D. C.; Indianapolis, Ind.; Chicago, Ill.; Roslindale, Mass.; Detroit, Mich.; St. Paul, Minn.; St. Louis, Mo.; Brooklyn, N. Y.; Cincinnati, Ohio; Cleveland, Ohio, and New Brighton, Pa.

The prizes, which were presented by President Dallas on the evening of Saturday, August 6, consisted of the Garry Herrman Trophy; fifteen stick pins contributed by Addie Kummer; an equal number of engraved pocket knives from the Lanston Monotype Company; as many more engraved cigarette cases from the Intertype Corporation, and fifteen seal-leather wallets from the Mergenthaler Linotype Company.

Several boat trips and other forms of entertainment were provided throughout tournament week for the four hundred visiting printers and their wives.

Plans for the annual convention of the International Trade Composition Branch of the U. T. A. have practically been completed, according to Frank M. Sherman, secretary. The convention will be held Thursday and Friday, October 20 and 21, immediately following the U. T. A. convention, in the King Edward Hotel, Toronto. The first session will be held at 3:30 p. m., Thursday afternoon, with another session in the evening. Two sessions will be held Friday. Friday night all delegates with their families will leave by special train for Muskoka Lakes, north of Toronto, where all of Saturday will be spent in sightseeing. The annual dinner-dance will be held Saturday night on board an excursion steamer making the trip around the lakes. The return to Toronto will be made Saturday night. At least 200 persons are expected to participate.

The Republic of Mexico will celebrate the 100th anniversary of its liberation from Spanish rule, September 12 to October 12, in Mexico City, Mexico. In connection with "all the fanfare and pageantry of old Mexico," an industrial exposition has been planned for the National Legislative Palace, a new $5,000,000 building covering two city blocks. American exporters have been invited to attend and exhibit.

The Ohio Blank Book and Printing Co., Columbus, Ohio, has opened a new store at 62-64 East Gay street. The company was recently incorporated for $100,000 with J. S. Levy as president and general manager and M. J. Harrison, vice-president. Both men were formerly connected with the Columbus Blank Book Mfg. Co.

The Poorman Printing and Publishing Co., of Bellaire, Ohio, has purchased a two-story brick building in that city for $12,000 and is moving its plant from Belmont street to its new home, located at Guernsey and Thirty-fifth street.

AMERICAN FINISHING COMPANY, 500 S. Peoria St., Chicago

E. S. De LEON, Proprietor TELEPHONE HAYMARKET 2446

VARNISHING—Labels, Book Covers, Hangers **GLUING, GUMMING**—Labels of all kinds

STRIP GUM, GUM GLUE, EDGE GUM—Wrappers, Labels **DIE CUTTING**—Outside, Die Labels

TIN MOUNTING—Hangers, Calendar Backs, Heavy Calendars

ROUGHING—STIPPLING—ROLLER EMBOSSING

It is announced that an exhibition of printing, lithography, paper, photographic services, dictating and transcribing devices, mailing systems, photo-engraving, advertising and editorial services will be held during the convention of the Direct Mail Advertising Association in Springfield, Mass., October 25-26-27-28. A partial list of the firms who will exhibit follows: American Writing Paper Co., The Arnold-Roberts Co., Addressograph Co., Howard F. Acker, The Berkeley Press, Cleveland Folding Machine Co., Crocker-McElwain Co., Louis De Jonge & Co., Earnshaw Press Corp., Geo. H. Ellis Co., Evans-Winter-Hebb, Inc., Griffith-Stillings Press, Forbes Lithograph Mfg. Co., Paper Makers' Ad Club, Southgate Press, Smith-Porter Press, Inc., Hampshire Paper Co., Strathmore Paper Co., Loring-Axtell Co., Kitson & Neumann, Paper House of New England, Chemical Paper Co., Seaver-Howland Press, Springfield Photo-Engraving Co., Standard Envelope Sealer Mfg. Co., Stetson Press, Suffolk Engraving & Electrotype Co., Tolman Print, Inc., Walton Printing & Advertising Co., S. D. Warren & Co., C. H. Dexter & Sons, Norman T. A. Munder & Co., Educational Exhibition Co., American Type Founders Co., Golding Press Co., Kelly Automatic Press Co., Mergenthaler Linotype Co.

The Typothetae of Philadelphia has evolved a plan for training apprentices under open shop conditions. The school for cylinder pressmen is to be operated in separate units, each consisting of a teacher and six pupils, 21 years of age or over, with one cylinder press. Students obtain admission at the request of Typothetae members, subject to the passing of preliminary tests. The employer pays the tuition of $25.00 per week, and puts the student on his payroll, under a contract which provides for repayment of both tuition and advanced pay by a weekly reduction from his salary after the student has completed the course. It is planned that employers who can spare a press take a unit of the school into their plants. It is believed that two months of intensive training will prepare a pressman for simple work, and that a two-thirds compositor can be trained in three months.

Edward Gorman, secretary of the Triangle Typothetae of North Carolina, which takes in Greensboro, Winston-Salem and High Point, has compiled an estimator's manual which is sold for 25 cents. It takes in the various phases of estimating and general rules followed by men thoroughly familiar with such work, and gives the number of impressions, operations, folds and ems that can be produced in an hour. It should prove a valuable aid to the man who holds a position as estimator.

W. B. Conkey, president of the W. B. Conkey Co., printer and book manufacturer of Hammond, Ind., sailed August 13 from New York on the *Olympic*. He plans to remain abroad three months. The trip is being made partly for business and partly for pleasure, since Mr. Hammond intends making a study of printing and bookbinding conditions in the more important cities of Europe. Mrs. Conkey accompanies him.

New Educational Director

LAYTON S. HAWKINS

Layton S. Hawkins, former assistant director of the Federal Board of Vocational Training, has joined the United Typothetae of America as director of its Department of Education. Mr. Hawkins brings to his new position considerable experience and knowledge of vocational training, gained through his association with the Federal board and previous to that as director of vocational education for the state of New York.

An opportunity for Mississippi printers is contained in a recent bulletin issued by the Mississippi Department of Agriculture and Commerce, Jackson, Miss. This bulletin has to do with the Mississippi feeding-stuffs law covering the tagging of feeds. Under the law, each lot or parcel of commercial feeding-stuff sold or offered, or exposed for sale or exchange, or distributed within the state, must have attached a tag or label containing a printed statement in accordance with the Mississippi feed law. Mississippi printers would do well to investigate the possibilities of this law.

The 1919 census of the printing industry, a report of which has just been made by the U. S. Department of Commerce, shows the following interesting data on newspapers and periodicals:

	Number			Circulation		
	1919	1914	Per Cent Increase[1]	1919	1914	Per Cent Increase[1]
Total	20,431	22,754	–10.2	220,008,686	205,639,907	7.0
Daily	2,433	2,580	– 5.7	32,735,937	28,777,454	13.8
Sunday	592	571	3.7	18,929,834	16,479,943	14.9
Triweekly	85	84	1.2	478,921	594,495	–19.4
Semiweekly	460	583	–21.1	2,075,131	2,483,629	–16.4
Weekly	13,359	15,172	–11.9	52,646,624	50,336,963	..4
Monthly	2,648	2,822	– 6.2	92,123,021	79,190,838	16.3
Quarterly	471	500	– 5.8	16,280,189	18,853,901	–13.7
All others	383	442	–13.3	4,839,029	8,922,684	–45.8

[1] A minus sign (–) denotes decrease.

It has been proposed by R. T. Porte, president of the Porte Publishing Co., Salt Lake City, that November 6 to 12, inclusive, be designated as "Subscribe to Your Home Town Paper" week. The purpose of the campaign is a worthy one, and one which should be entered into by every newspaper publisher. A national drive such as outlined by Mr. Porte should result in the addition of many new readers to every newspaper's subscription list.

C. H. Barr, director of advertising for the Crocker-McElwain Co., and of the Chemical Mfg. Co., has been appointed chairman of the contest committee of the Direct Mail Advertising Association's Convention, which will be held in Springfield, Mass., October 25-26-27.

B. E. Hutchinson, for the past four years treasurer of the American Writing Paper Co., Holyoke, Mass., has resigned to assume a similar position with the Maxwell Motor Co., Inc., and the Chalmers Motor Corporation of Detroit.

Striking pressmen in Rochester, N. Y., last month conceded the victory in the 44-hour week fight to the employers and notified the Rochester Typothetae of their willingness to return to work on the employers' terms.

A local Typothetae organization has been formed in Everett, Wash. Officers are: President, L. Kane, of the firm of Kane & Harcus, and secretary, W. R. Conners, of the Everett Printing Co.

The National Association of Employing Lithographers will hold its annual convention at Atlantic City, September 6, 7 and 8. The Hotel Ambassador has been selected as convention headquarters.

Bert Walker, of Osborne, Kans., assumed his duties as Kansas state printer September 1. Mr. Walker is editor and publisher of the Osborne *Farmer*.

C. P. Scheffer, formerly of Chicago, has become superintendent of the printing plant of the Bunting Publishing Co., Waukegan, Ill.

The new telephone directory of the New York Telephone Co. required 3,000 tons of newsprint. Altogether, 1,041,000 were distributed to subscribers in New York City.

The International Typographical Union, at its annual convention in Quebec the middle of August, voted to continue its demands for the 44-hour week.

FRANK C. DRAKE COMPANY
PRINTING AND LITHO. INKS
1445 LARRABEE STREET
PHONE DIVERSEY 6083
CHICAGO, ILL.

CHICAGO

A $15,000 corporation, to handle the metal problem for Chicago typesetters, is planned by members of the Chicago Trade Composition Association, and papers to that effect have already been filed with the Illinois Secretary of State. The corporation will be known as the Trade Composition Smelting Co., and will be located on the West Side adjacent to the loop. W. A. Schroeder of Minneapolis will be in charge. The committee arranging the plans is headed by E. W. Miner of the Quality Typo Co. By means of a co-operative smelter, it is believed thousands of dollars will be saved members of the Chicago Trade Composition Association.

The next meeting of the Franklin-Typothetae of Chicago will be held September 15 at the Morrison hotel. At that time plans for the reorganization of the local organization along lines outlined at the last meeting held in June will be thoroughly discussed and the first steps taken to place the plan, which has already been adopted by both the Franklin and Typothetae dvisions, into operation. Delegates to the Toronto U. T. A. Convention also will be selected. The October meeting will be held as soon after the U. T. A. Convention as possible and will be featured by reports of the action taken at Toronto and the addresses delivered there.

George C. Jager, head of George C. Jager, Typesetting, 422 South Dearborn street, last month petitioned the Superior Court for an accounting and the appointment of a receiver for his company. The action was brought against Titus Haffa, real estate dealer, and Arthur F. Albert, Chicago alderman, who are partners with Mr. Jager. Mr. Jager charges that his partners have been attempting to oust him from control, and that during a period of illness the two defendants assumed charge of the business, later closing it up.

The Metals Refining Co., Chicago, has formed a type metal department. Eugene Kelly, until recently in charge of the British Smelting & Refining Co. of Montreal, Can., has been entrusted with the task of directing the department. Mr. Kelly is thoroughly familiar with type metals, having spent nine years of his life in that business. Chicago offices of the company are maintained at 72 West Adams street. The plant is at Hammond, Ind.

The next annual convention of the International Photo-Engravers' Union will be held in Chicago, it was announced at the close of this year's convention at Toronto, August 22. The 1921 convention also settled upon a plan of advertising in conjunction with the employers for the purpose of stimulating business.

Chicago Incorporations for August, 1921

The following firms were incorporated under the laws of Illinois during August:

The Powers Printing and Publishing Co., 214 N. State St. Capital, $50,000; printing, publishing, circulation business. Incorporators: Michael S. Giblin, John T. Powers, John Smorowski.

Mecklenburg Printing Co., 418 S. Clinton St., Chicago. Capital, $7,000; printing, embossing, engraving, bookbinding and manufacturing business. Incorporators: Fred H. B. Orgmann, Louisa Bergman, Wm. F. Mecklenburg.

Bean & Mitzeman, Inc., 511 N. Peoria st., Chicago; capital, $10,000. Printing and publishing company. Incorporators: Adolph Weseman, Chester B. Bean, Edwin C. Mitzeman.

Changes

Midland Press, Chicago; increased capital stock from $25,000 to $50,000.

Sinclair & Valentine, ink manufacturers, with factories in New York, New Jersey and Canada, are manufacturing printing, lithographic and offset inks in Chicago, with a capacity of 14 mills. Their business in Chicago and surrounding states has grown to such proportions that the whole building which they occupy at 718 South Clark street has become a model ink factory. They propose to increase their ink making facilities in Chicago as rapidly as possible.

The shipping facilities from Chicago are so satisfactory that their customers in all the states west and south of Illinois will now be served from the Chicago factory. Their varnishes, dry colors and the thousands of special inks they supply will still be manufactured in the East, while the inks most in demand in the West will be manufactured in Chicago.

The seventh edition of the Ben Franklin Chicago Paper Directory and Price List, containing current prices of paper carried by thirty of Chicago's paper merchants, was mailed to Chicago buyers of paper August 29. Paper prices dropped nearly one-third during the last three months, according to data shown by the book.

Uncle Sam Specifies American Model "41"

The U. S. Post Office Department is beyond question the largest single buyer of hand numbering machines in the world. In almost every post office throughout the United States one can find from one to fifty numbering machines in daily use. These machines must necessarily stand up under severe handling and number with absolute accuracy, at all times, the money orders, registered letters, parcel post packages and other records used by this department.

The American Visible Model "41", made by the American Numbering Machine Company, Brooklyn, N. Y., was recently selected by government authorities as possessing the necessary qualifications, and successfully passed all tests.

In awarding the contract, the government specified American Model "41." The contract calls for over 1,000 machines.

A recent statement of conditions, issued by the Transportation Bank of Chicago, in which several prominent Chicago printers are interested, shows that bank to have made remarkable progress during the last year. The report of the bank, which opened for business October 15, 1920, is as follows:

RESOURCES	
Time Loans	$ 880,095.40
Demand Loans	28,433.58
Bonds and Securities	15,775.50
Overdrafts	156.40
Furniture and Fixtures	41,479.21
P. & L.	10,330.56
Cash and Due from Banks	353,528.77
	$1,329,749.42

LIABILITIES	
Capital	$ 250,000.00
Surplus	50,000.00
Demand Deposits	768,683.77
Time Deposits	261,115.65
	$1,329,799.42

DEPOSITS	
October 4, 1920	$ 97,678.36
November 15, 1920	363,648.24
January 3, 1921	543,894.66
March 31, 1921	913,821.34
June 30, 1921	1,029,795.42
Net gain from March 31, 1921	115,974.08
Cash reserve	34.32%

The officers are: President, W. J. Hartman; vice-presidents, T. E. McGrath, W. F. Donohue and O. J. Taylor. J. E. Engquist is cashier and D. E. Lupton, assistant cashier. The directors are:

V. M. Alexander, assistant general manager, Chicago & Alton Railroad; A. R. Brunker, president, Liquid Carbonic Co.; W. F. Donohue, president, M. A. Donohue & Co.; W. E. Dwight, president, Dwight Brothers Paper Company; J. E. Engquist, cashier; W. H. French, president, Barnhart Brothers & Spindler; E. F. Hamm, president, Blakely Printing Company; W. J. Hartman, president; E. W. Kraft, Keuffel & Esser Co.; F. W. Lietzow, treasurer, National Dry Milk Company; T. E. McGrath, vice-president; A. T. Murphy, publisher, Black Diamond; Luther C. Rogers, chairman board of Rogers & Hall Co.; F. C. Schultz, chief inspector, The Chicago Car Interchange Bureau; F. E. Spencer, secretary and general manager, Anderson & Gustafson, Inc.; G. H. Taylor, Chicago Mortgage Loan Correspondent, Prudential Life Insurance Company of Newark, N. J.; O. J. Taylor, Taylor, Miller & Plamondon, attorneys; George Weil, general teaming contractor.

William S. Tate, president of the Chicago Job Press Co., has taken title from D. G. Robertson and trustees of the Scotch Westminster Church to the southeast corner of West Adams and Sangamon streets, 50x175, as the future home for the Chicago Job Press Co. The company does job and color printing and now occupies the entire building at 523-527 River street.

L. E. Lasham has bought out the interest of Y. V. Hayley, president of the Y. V. Hayley Co., 40 North Wells street. Mr. Lashman has not previously been connected with the printing trade, but is an educator and a social worker. The name of the company will remain the same, although extensive changes in equipment and personnel are now being planned.

ECONOMY PRODUCTS
BETTER MATERIAL AT LESS COST
2 TO 12 POINT, MADE FROM LINOTYPE METAL
LEADS
EQUAL TO THE BEST FOUNDRY MATERIAL
SLUGS AND RULE BORDERS
Sales Agents for
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66 W. Harrison Street CHICAGO
Phone Harrison 6561

Plans for what is to be the largest printing plant in the world are now being completed for the Cuneo-Henneberry Co., publishers of national reputation. Work will start shortly, it is said, on this new structure to be located on the west side of Grove street, at Twenty-second street. The plant will extend back to the river and will be directly across the street from the present huge plant of the company. Alfred S. Alschuler is the architect.

"It was the prospect of the lakes to the gulf and the great lakes-ocean waterways that influenced us in building our new plant on the river," said President John F. Cuneo. "We use 250 tons of paper daily when we're running full, so it means a good deal to be able to have our material brought in by boat."

The first unit will contain about 165,000 square feet of floor area. As soon as it is finished work will start on the second unit. With the completion of the second the Cuneo-Henneberry plant will then be considerably larger than the Curtis establishment in Philadelphia.

And an interesting angle to this prospective situation is that printing experts predict that in time Chicago will supplant Philadelphia as the home of the *Saturday Evening Post, Ladies' Home Journal* and the *Country Gentleman.* Already the Curtis Publishing Co. is saving three-quarters of a cent per copy, or $6,000 a week, which means over $300,000 annually, by having the Cuneo company print the entire western edition of the *Saturday Evening Post.* Another big eastern publisher saves $150,000 a year by having the western editions of three nationally known magazines which have editorial offices in Gotham printed here at the Cuneo plant.

"The western editions of eastern magazines are constantly growing larger," said Mr. Cuneo, "and at the same time the eastern editions are shrinking. That means only one thing—they all eventually will be printed in Chicago, and later on their editorial and publishing offices will have to follow. The western edition territory is bounded on the east by a straight line between Buffalo and Pittsburgh and on the west by the Rockies.

"Our business has grown from $450,000 in 1918 to $3,600,000 in 1920, and it will be around $4,500,000 this year. For instance, we are printing 2,000,000 catalogues annually for the Seattle and Philadelphia branches of Sears, Roebuck & Co., and about 10,000,000 booklets for these two, because there are no concerns in those cities which can handle it," Mr. Cuneo concluded.

A. R. BARNES

Of interest to Chicago printers is the selection of A. R. Barnes as assistant to General C. G. Dawes in eliminating unnecessary expense at Washington. Mr. Barnes will have charge of that portion of the national budget having to do with the Government Printing Office.

When General Dawes left for Washington to become the Director of the Budget a few months ago, he told the directors of his bank (The Central Trust Co., of Illinois) that there were three of his directors whom he would later want to be associated with him in Washington. These men were W. T. Abbott, A. R. Barnes and Samuel M. Felton. Mr. Abbott was sent for almost immediately, and then Mr. Barnes received a message from the President requesting him to report at Washington as soon as possible. He has been placed in charge of both the Government Printing Office and the Bureau of Engraving and Printing for investigation and standardization of their procedure. These two departments spend about $25,000,000 annually, and there is thought to be room for a big reduction in this outlay. Mr. Barnes has established with the Public Printer, in the Government Printing Office, what he terms a Board of Review, the purpose of which is, as the orders come in, to see if they cannot be reduced in cost, either by the form of printing or by using a much less expensive stock. Already some very substantial savings have been effected by this board.

General Dawes has asked Mr. Barnes, when he gets through with the two printing departments of the Government, to assist him in his work in other departments, chiefly in the disposal of the enormous amount of surplus supplies in the Army and Navy Departments and the Shipping Board, which material is said to exceed five billion dollars in original cost. This material, before the arrival of General Dawes, was being sold as auction at junk prices, while at the same time other departments of the Government were buying similar material and paying the full market price for it. A plan for co-ordination has been devised by General Dawes, dividing the country into nine zones with a central co-ordinating officer located at Washington. It is this work that Mr. Barnes will assist in after he finishes his duties with the printing departments of the Government.

Mr. Barnes is one of the oldest commercial printers in Chicago and is president of A. R. Barnes & Co., which he established in 1872.

There has been recently organized in Chicago an association of American Arts and Industries, which has as its purpose a closer and more practical co-operation of art and industry. This is a move which should interest Chicago printers and printers in other cities as well, since printing is so closely allied with and is in itself an art. Those behind the organization are Col. R. H. Morse, of Fairbanks Morse & Co., president; Harold Bradley, secretary, and Ralph Van Vechten, treasurer.

Charles S. Peterson, president of the Regan Printing House and the Peterson Linotype Co., has purchased from the University of Chicago the residence of LaVerne W. Noyes, at the southwest corner of Lakeshore Drive and Burton Place, improved with a sixteen-room stone residence and garage. Mr. Peterson purchased the house for his home.

South Side printers who are members of the Calumet Ben Franklin Club, held their annual chicken fry Saturday, August 20, at Dailey's Grove. The event proved more successful than ever and vast quantities of fried spring chicken, ham roasted in sugar, boiled new corn and other delicacies were consumed.

A. B. Hill, Jr., and A. J. Henpshell resigned recently from the staff of the H. D. Roosen Co. Both men were located at the Roosen company's Chicago factory. The two men have formed a partnership under the name of Hill & Henpshell, 18 Lucus Ave., St. Louis, Mo., where they will manufacture printing inks.

CHAS. H. COLLINS

Representing

American Assembling Machine Co., Inc.
Berry Machine Company
George Sague
Ward & McLean

501 Plymouth Court
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Selling

Juengst Gatherer-Stitcher-Coverer
Juengst Automatic Side Stitcher
(60 to 90 books per minute)
Rowe Straight Line Trimmer
(25,000 ¼" books trimmed per hour)
Berry Round Hole Cutter
Berry Pneumatic Bindery Tools
Berry Semi-Automatic Feed for Board
Climax Roller Washing Machine
(Wash up cost 2c per press)
American Looping Machine
(Punching & Looping with twine—One operation)

WISCONSIN

Religious printing and publishing houses in Wisconsin, if engaging in any business for profit, must pay taxes as any other corporation would, it has been decided by Circuit Judge Walter Schintz of Milwaukee. The decision was handed down in the case of the Northwestern Publishing Co., affiliated with the Lutheran synod, against the city of Milwaukee, in which the company demanded that the city refund $1,063.12 in taxes paid under protest. Property of religious organizations is not taxable by the city if not engaged in business, Judge Schintz held. The Northwestern Publishing Co., by printing letterheads and envelopes for private persons to the value of $550 was made liable to taxation, he added.

The Phoenix Printing Co., Milwaukee, R. L. Murray, secretary, announces a change in name to The Phoenix Products Co. This concern manufactures and prints shirt envelopes, and all sorts of packages for gloves, hosiery, shirtwaists, ties, bags, etc. It also specializes in launderers' and dry cleaners' delivery systems, being one of the largest printing houses of its kind in the United States. The company has established distribution connections in New England and Baltimore.

Henry Schimpf, Manitowoc, Wis., formerly a well-known printer and printing office manager, has just returned from a trip through Europe, which he started in 1901. He will go to Florida, where his son, Henry W., is owner of a printing office at Crooked Lake.

The Stevens Printing Co., 62 Mason street, Milwaukee, is conducting an aggressive mail campaign for business. A series of mailing cards and folders is being issued.

The summer classes of the school of journalism, University of Wisconsin, Madison, enrolled 199 students this year. Fifty-one entered the advertising course.

The Milwaukee Typothetae has received official information that a revision of minimum wage rates for women and minor employes has been announced by the Wisconsin industrial commission. The commission's order increases the minimum wage for experienced employes over 17 years of age to 25 cents per hour after August 1, 1921, in cities with a population of 5,000 and over and in communities which are a part of the industrial area of such cities. In other parts of the state the present rate for experienced employes of 22 cents is left unchanged.

The beginning rate during the first three months of the learning period is reduced from 18 cents per hour to 16 cents per hour. No change is made in the present rate of 20 cents per hour for the second three months of employment in any industry, and, similarly, no change is made in the present provision of a six months' learning period. For minor employes between 14 and 16 years of age the new rate is 16 cents per hour during the first year of employment and 20 cents per hour during the second year, instead of a flat 18 cents for all children up to 16 years of age. Minors between 16 and 17 may be paid 16 cents per hour during the first six months in any industry and must be paid 20 cents thereafter.

This new minimum wage order is almost identical with the new rates which were put in force in Minnesota in January, 1921. In this new order the industrial commission for the first time recognizes a difference in the living wage in the small country communities and in larger cities.

Upon hours of labor for women and minor employes the commission makes the finding that the evidence presented at the hearings it conducted is not sufficient to establish that present maximum hours of labor are injurious to the health of women and minor employes. Consequently, it does not make any change in the present maximum hours of labor.

The petition upon which this decision of the industrial commission has been made was filed last fall by the Wisconsin State Federation of Labor, Milwaukee Council of Social Agencies, and the Wisconsin Consumers' League.

Warren B. Bullock, widely known in Wisconsin printing and publishing circles, and former Milwaukee newspaper man, has been appointed director of the information service of the American Paper & Pulp Association, New York. Mr. Bullock learned to stick type at Appleton, and later went to Milwaukee. After the war he became extension director of the New York State College of Forestry, Syracuse, and was called to the service of the national forestry program when the lumber manufacturers, paper mills and the American Newspaper Publishers' Association united for a campaign to save the forests. In the new work, Mr. Bullock is under the direction of Dr. Hugh P. Baker, executive secretary of the American Paper and Pulp Association, and also a former Wisconsin man.

W. M. Comstock, for 20 years editorial manager of the Oconto County *Reporter* Co., Oconto, Wis., and for the past 17 years sole owner of the printing plant and newspaper, has formed a triple partnership to conduct the affairs of the paper. The new firm is named Comstock & Co. Mr. Comstock is business and editorial manager; L. D. Searcy, who was formerly with the *Illinois State Journal*, will have charge of the news department, and W. T. Comstock, recent graduate from the Wisconsin University school of journalism, becomes advertising manager.

The Hasenmiller Printing Co., Milwaukee, has just been incorporated. The capital is $15,000, 150 shares, par $100. James J. Hasenmiller, 678 Buffum street, Milwaukee, Eugene J. Hasenmiller, 1258 Richards street, and Frank J. Poch, Milwaukee, are the incorporators.

The Moebius Printing Co., 133 Second street, Milwaukee, has been specializing in shoe catalogs and is advertising that it now does over 90 per cent of all shoe catalog and shoe advertising printing work in the city. The organization has been developed to handle this particular kind of work.

Employes of the Hammersmith-Kortmeyer Co., Milwaukee, held their fourth annual picnic at Fiebrantz's Grove, near Milwaukee. Silas Kortmeyer was chairman of the committee on arrangements.

NUZUM ELECTROTYPE COMPANY
FORMERLY LAUDON-NUZUM
ELECTROTYPING
WAX RULING
STEEL CUTTING DIES
CURVED PLATES
340-346 JEFFERSON STREET
MILWAUKEE, WIS.
PHONE BROADWAY 1279
MATRICES
STEREOTYPING
BOOK PLATES
EMBOSSING PLATES

CHARLES S. UTZ, President and Treasurer
WALLACE P. ALLEN, Vice-President and Secretary
MILWAUKEE PRINTERS' ROLLER CO.
PRINTERS' ROLLERS
and Tablet Composition
Printing Machinery
Office Room 24, Evening Wisconsin Bldg.
MILWAUKEE, WIS.

Gilles Meisenheimer, son of Edward Meisenheimer, president of the Meisenheimer Printing Co., 330 Clinton street, Milwaukee, was injured about the face in a "scrap" between strikers at the Milwaukee plants and strike breakers, one night recently. Leon B. Lamfrom, attorney for the Milwaukee Employing Printers' Association, stated that pickets on motorcycles followed machines in which the "flying squadron" of the association was being taken home. Epithets were hurled at Edward Meisenheimer, and his son immediately rose to the defense of his father. A striking printer, charged with disorderly conduct at one of the plants, was dismissed after a hearing in district court. Mike Wolf, a nonunion printer in the Brazell shop was the complainant.

A novel method of keeping Linotype operators cool was inaugurated last month by a Green Bay, Wis., newspaper. Back of each operator was placed a tub containing a cake of ice weighing more than 100 pounds, and a fan directly behind these blew the cold air over the shoulders of the operators. Incidentally, the same publication has as one of its typesetters Mrs. Josephine M. Ingalls, who is now seventy-six years old and has been setting type for fifty-six years. She is a skilled Linotype operator.

Milwaukee's printing industry, prior to the strike beginning July 1, was 20 per cent open and 80 per cent closed shops. With the general signing of an open shop pledge, the situation will be exactly reversed, it is stated by officials of the Milwaukee Employing Printers' Association.

A monthly news bulletin has been started by the Wisconsin State Franklin Club for the benefit of Wisconsin printers. It is issued from headquarters of the organization at Room 213, University Extension building, Madison, Wis. J. Walter Strong, state field secretary, is the editor.

The Allied Arts Publishing Co., Chicago, has filed articles of incorporation in Wisconsin, $25,000 of the capital being ascribed to this state. H. C. Whitaker, C. M. Ashcroft, Jr., and H. O. Sample signed the incorporation papers.

Robert H. Wright, formerly head of printing and newspaper plants at Clintonville and Hortonville, Wis., is establishing an office at Waupaca. In addition to a job department, Mr. Wright will publish a weekly newspaper.

William Jaeger, head of the Rhinelander *News* Printing Co., mourns the loss of his mother, Mrs. Herman Jaeger, who died after a short illness.

The Berndt Printing Co., Fond du Lac, conducted by Herman C. Berndt and E. W. Schmitz, has completed plans for the extension of the business. B. A. Sinnen, who was for some years with the Appleton, Wis., *Post* plant, has become a partner in the firm. A bookbinding, ruling and loose-leaf department is being added, in charge of the new partner. Messrs. Berndt and Schmitz were formerly connected with Manitowoc printing plants. Mr. Sinnen was at the Appleton *Post* plant for nearly 25 years, fifteen of which he was mechanical manager. Later he joined the forces of the E. P. Haber Printing Co., at Fond du Lac. About six months ago, he became connected with the Brandt Printing Co., of Manitowoc, remaining until the Berndt extensions were effected. Fond du Lac has not heretofore had a binding, ruling and loose-leaf establishment.

The Sheboygan *Telegram* Co. has been purchased by the Sheboygan *Press* Co. C. E. Broughton, editor of the *Press*, states that the merger leaves Sheboygan with one daily newspaper office. The *Press* was founded in 1908, with two competitors in the field. The *Journal* suspended during the war. Frank Zufeldt was formerly editor and manager of the *Telegram*, selling out to the Farmers' & Laborers' Publishing Co., last year. The *Telegram* was founded in 1887 by R. W. Billett, with E. Dwight as editor. W. A. Bowdish, Frank R. Dougherty and other men well known in Wisconsin printing and newspaper circles of former days, were connected with the establishment.

A. F. Worth, for five years manager of the Fairbanks-Frey Engraving Co., Milwaukee, has been made manager of the engraving department of the Print Shop, Madison, Wis.

The Rose Printing Co., Janesville, Wis., has filed articles of dissolution with the secretary of state of Wisconsin.

Make-up Service Spacing Material

THE HUSTED COMPANY

Machine Composition

436 Caxton Bldg. CLEVELAND

Employes of the Moebius Printing Co., Milwaukee, recently held their annual picnic at Stabelfeldt's Grove, near Milwaukee.

Charles Werner has become service manager for the Federal Printing Co., 1606-1610 Clybourn street, Milwaukee.

GRAND RAPIDS

After more than 27 years as active manager of the Grand Rapids Electrotype Co., Henry L. Adzit has sold his holding to Everett J. McIlhiny, who has been with Mr. Adzit for nearly 25 years, and is well known to the trade. Associated with Mr. McIlhiny will be L. L. Langdon, who has been with the company over 16 years. The company recently moved into more commodious quarters at Ellsworth and Market avenue, where it now has one of the most modernly equipped plants in the country for the manufacture of electrotypes, stereotypes, etc. Mr. Adzit will devote his time to his other interests, which include the Adzit Printers' Supply Co., at his building, 41-43 Ellsworth avenue, and the Adzit Electrotype Co., of Detroit.

The Michigan Women's Press association will be represented at the World's Press Congress at Honolulu in October, it has been announced. Those who have already declared their intention of attending are Dr. Emma E. Bower, Port Huron, president; Mrs. J. E. St. John, Lansing; Mrs. Grace Greenwood Browne, Ann Arbor; Miss Maybelle L. Grisson, Grand Ledge; Mrs. Shields, Bay City; Mr. and Mrs. Homer Harwood, Warred, and Mr. and Mrs. Donovan, Battle Creek.

Ned Carpenter, manager of the Dwight Bros. Paper Co., of Grand Rapids, recently entertained a number of his printer friends with a dinner party at the Peninsular Club. Among the guests were Martin Heir, secretary of the local Typothetae, Ed. Schopps of the Ward Schopps Co., Milo Schuitema of the Tisch Hine Co., Harold Bale of the Schuil Printing Co., John Vande Bunte of the Knickerbocker Press, and George Dunn of the Dean Hicks Co.

Employes of the James Bayne Co. held their annual picnic August 13.

A. W. Cotton has joined the Tisch Hine Co., as city salesman.

Continued on page 65

THE UNION PAPER & TWINE COMPANY DETROIT

RADIUM BOND

(WATERMARKED)

A rag-fibre bond of quality at a reasonable price. It has the crisp crackle and strength so noticeable among the high-priced bonds.

It has a distinctive cockle finish that makes attractive letterheads and business stationery. Has perfect printing and lithographing qualities.

Carried in stock in white from Substance No. 13 to No. 24.

WE ARE MICHIGAN DISTRIBUTORS FOR

The West Virginia Pulp & Paper Company's

"MILL PRICE LIST" PAPERS

Fits the Hand

MADE IN TWO SIZES
Pints and Quarts

A FAVORITE FROM COAST TO COAST

The
"Success" Benzine Can

THIS benzine can has been on the market twenty-five years, and is still going strong. It is now made entirely of brass with all earmarks of good workmanship. In daily use in thousands of factories, tailor shops and many other industries where a handy and well made benzine container is required.

IN STOCK AT ALL SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY

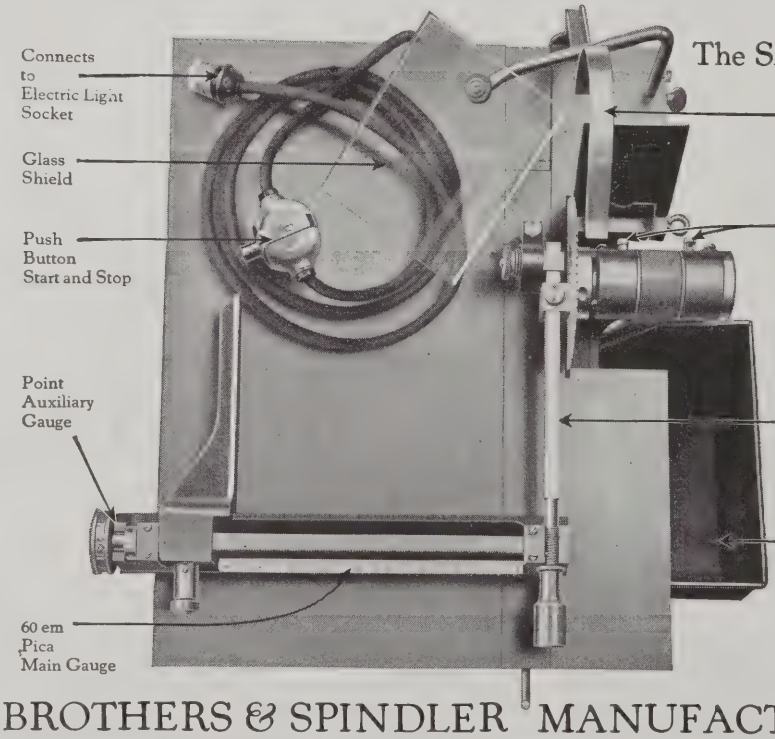
SUPERIOR POINT-SYSTEM SAW

At the
Graphic Arts Exposition
Chicago

Demonstrating its superiority as a Standardizer of materials for composing room use

Write our nearest Branch House for an interesting folder describing this newest Superior Product

CHICAGO
WASHINGTON
DALLAS
SAINT LOUIS
KANSAS CITY
OMAHA
SAINT PAUL
SEATTLE



BARNHART BROTHERS & SPINDLER MANUFACTURERS

Set in Cooper Series with Herringbone Brass Rule Border

If I Were a Printer

Continued from page 27

of hiring and not kept—these are a few of the reasons for this large percentage of short-term employment.

The loss in money involved is apparent when the cost of hiring these short-time workers is considered. From $50 to $400 per employe, varying with the nature of the work, is the estimated cost for hiring and breaking in workers. This expense, which includes cost of advertising, salaries of interviewers and cost of training, is pure loss in these cases of short employment, and constitutes in itself reason for more careful and thorough methods of hiring. I should consider the time spent in interviewing applicants for a "prospects" file, when there was no immediate need for workers, time spent in giving more than one interview if the first left me in doubt, medical examinations, trade and general intelligence tests, and careful investigation of references, a good investment.

In order, however, to carry out an efficient employment plan in a plant of any size, there should be a special department for it, and an employment department is what many establishments do not have. Often the task of interviewing and hiring, as well as of complete power of discharge, rests with the foreman or superintendent, who probably already has quite enough responsibility, and who is poorly fitted for personnel work of such a highly complex nature. Sometimes even the job of hiring is turned over to some old or physically disabled employe of the house who is disqualified for everything else.

An Illustration of How It Is Done in Some Plants

A ludicrous instance of this is given by Henry C. Link in his *Employment Psychology*. It is of a large manufacturing establishment which had placed at its "hiring-on window" a man who had lost a leg in the company's employ. This man explained his basis for scientific selection of the right man for the right job thus: "On Mondays I turn down all the men with white collars, on Tuesdays all with blue eyes, Wednesdays all with dark eyes. Red headed men and women with bobbed hair I never hires, and there do be days when I has a grouch and hires every tenth man."

I would place in charge of my employment department a man specialized in this work; a man as expert in his line, the study of men, as my composing room foreman is in his. This, more than likely, would involve considerable expenditure of time at the outset, for I should want the man I was placing in charge of my employment and personnel to have an adequate knowledge of the jobs for which he was selecting men, to know the requirements of these jobs as to mechanical skill, temperament, physical strength and the like. The only way for him to acquire this information would be to go through every part of my shop, actually doing the work required in each process until he knew its peculiarities. I would know then that he would have gained a first hand acquaintance with the working men, be able to see their point of view, help to adjust their grievances, and give his final sanction in case of discharge much more wisely than would be possible without this actual contact with men and working conditions.

Would Give Workers Private Interview

My employment manager would, too, after such an insight into my business, have a good understanding of the relationships of the various occupations, and be able to work out definite lines of promotion, even to chart them graphically, perhaps, so that he could show the prospective employe just what was before him in the way of advancement if he stayed with the house and performed his work satisfactorily. I should insist that the man hiring my workmen give them as fair an idea as possible of wages, prospects for increases and working environment; that he take the applicants into the workrooms before hiring them finally in order that they might see the conditions under which they will work and the men with whom they will be placed. I should provide a suitable place, and then insist that each man whose application for a place in my plant was worthy of consideratoin be given a private interview, thus giving him a chance to talk freely with my employment manager without the constraint caused by the presence of other people.

Likewise, it goes almost without saying that I should expect him to extend the same courtesy and consideration to the boy applying for a job as apprentice, as to the well-dressed, well-recommended man interested in an executive's place. My employment manager should be able by his manner and attitude to impress each equally with a sense of the dignity of the work for which he was applying, and with a feeling of respect and good will toward the firm. When the new man reported for work my employment manager would not jerk his thumb in the direction of the shop and tell him to go look for the foreman who might be somewhere about, or might not, but would take him in, introduce him to the man in charge, and ask him to drop in at the office that night before he went home. This would give my manager a chance to hear of anything that might have gone amiss during the first day which is usually the most trying, reassure the man, and in so doing make a permanent, contented employe of one who might otherwise have become disheartened by that first unpromising day and left.

Is It Right To Neglect Any One Feature of Your Printing Plant?

IS it business-like to wage economy on the most important part of your Printing Press—the ROLLERS?

CHICAGO ROLLERS have the *needed quality* to produce GOOD PRINTING. CHICAGO ROLLERS give expected and satisfactory service and make the business of printing a pleasure.

PHONES WABASH 1967 -- WABASH 2249

CHICAGO ROLLER COMPANY 554-600 West Harrison Street CHICAGO, ILLINOIS

With Our Advertisers

This Proves the Exposition Was Complete

Despite the wealth of description written about the recent Graphic Arts Exposition in Chicago, it has remained for an attractive brochure to epitomize the completeness of the big show in a most impressive manner.

This unique souvenir—a twelve-page affair, 3x3¾ inches in size—is entitled, "Presenting the Graphic Arts Exposition Graphically." The novel feature is the fact that everything about it—from stock to trimming—was produced on machines exhibited at the big convention. It is the first booklet or piece of printed matter of any kind ever made in all details at a printing convention or exposition.

Stock for the booklet was produced on the miniature paper mill exhibited by the American Writing Paper Company, and which, incidentally, proved to be one of the decidedly worth-while features of the big printing convention. The composition and new strip border were handled on a Monotype in the display of the Lanston Monotype Machine Company. The printing was done on a Chandler & Price press, equipped with a Miller feeder, and exhibited by the Miller Saw Trimmer Company.

Even the ink used in the distinctive souvenir was ground and mixed at the exposition. It was produced at the complete ink-making plant of the National Association of Printing Ink Manufacturers. Other phases of the work were handled by the following: Press rollers, Chicago Roller Co.; engraving, F. Wesel Manufacturing Company, exhibiting a complete photo-engraving plant operated by the Peerless Engraving & Colortype Co.; folding, Dexter Folder Co.; stitching (Perfection Wire Stitcher), J. L. Morrison Co.; cutting, Seybold Machine Company.

The booklet, which is attractively prepared despite the unusual conditions under which it was issued, contains the official greeting of President Warren G. Harding and the reply of W. R. Goodheart, president of the National Association of Printing House Craftsmen. A line cut of President Harding adds appreciably to its appearance.

Ruxton Color Spectrum

Of undoubted value to printers, pressmen, artists and all who use colors, is the Ruxton Spectrum, being distributed by Philip Ruxton, Inc., New York ink manufacturer. The spectrum is in such form that it can be hung up and easily referred to, giving any number of color combinations quickly and accurately.

Eagle-A Paper Machine Attracts Interest

One of the most interesting and instructive exhibits at the Chicago Graphic Arts Exposition was that of the American Writing Paper Co., consisting of an actual demonstration of paper making. This was done by means of a small paper making machine, shown for the first time in this country at Chicago. The machine is the smallest of its kind in the world, measuring only eight and one-half feet in length. The paper the machine produces is but four and one-half inches wide and it is capable of producing from four to five feet of paper a minute, or approximately one pound of bond paper per hour. The Eagle-A booth was one of the most popular at the exhibit, mainly because of this complete working model.

Butler Expo Exhibit Unique

One of the most unique exhibits at the Graphic Arts Exposition at the Coliseum in Chicago, July 23 to 30, was that of the Butler Paper Corporations of Chicago, New York and San Francisco, which caught the eye of the visitor immediately upon his entrance to the big building.

In the center of the Butler exhibit rose a fountain crowned with a female figure typifying "Service." In shadow boxes of Renaissance architecture, especially built for the exposition, were exhibits of better printing on various grades of Butler papers.

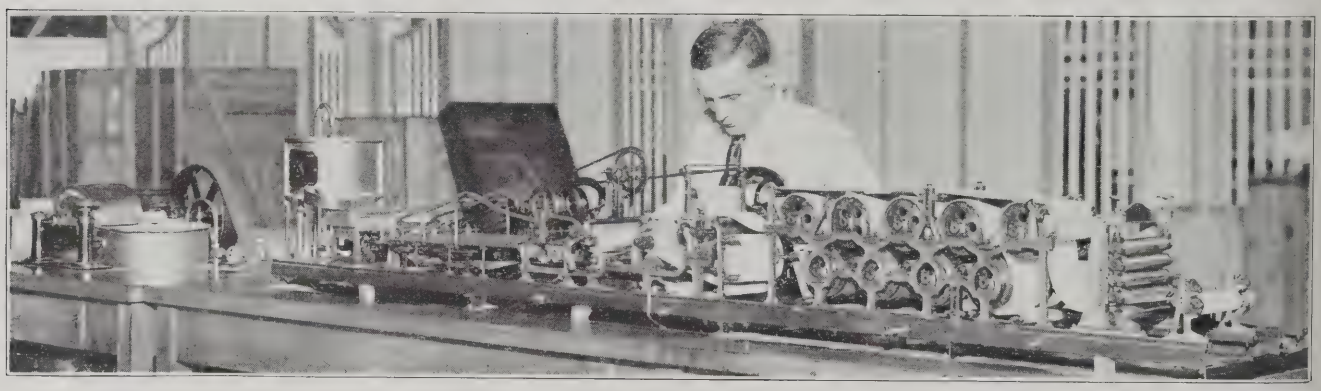
At one end of the Butler exhibit, Dard Hunter, one of the foremost authorities on the art of ancient printing and paper making, gave a continuous exhibition of the manufacture of hand-made water-marked paper, thousands of samples of which were presented to visitors.

Between the various displays in the Butler exhibit were arranged spacious lounges and comfortable chairs which, combined with the information desk, telephones and drinking fountain, added greatly to the convenience of the throngs which visited the exposition.

One of the interesting Butler exhibits was that of early Mexican printing, together with a four-hundred-year-old book, said to have been the oldest printed in the new world.

In conjunction with their exhibit on the main floor, the Butler Paper Corporations gave its first public showing of "The Romance of Paper," the Butler motion picture portraying the manufacture of paper from the cutting of the spruce and the gathering of rags to the final production of the finished product. This motion picture will be used in the future by the Butler Paper Corporations through its various divisions throughout the United States as well as at other conventions of printing and paper men.

THE SMALLEST PAPER MAKING MACHINE IN THE WORLD



Single Unit Cabinet
Capacity 100 8¾x13 Galleys

Challenge Galley Storage Systems

Perhaps the leak in the average composing room that is most easily stopped is the loss occasioned through haphazard or unsystematic methods of handling and storing standing pages and job forms.

Challenge Galley Storage Systems provide a most simple and inexpensive remedy. We say inexpensive, because the saving will more than cover the original cost in a short time. In every office some forms are kept standing, and the **Challenge** system of storage and indexing is equally applicable to ten or ten thousand galleys. The saving in pied forms alone will soon pay for it.

Challenge Pressed Steel Galleys, the single-piece, all-purpose steel galleys are made in all standard job, news and mailing sizes, including newspaper sizes, 13 ems plus 1 point and 26½ ems plus 2 points. *Write Us or any Supply Dealer for Literature*

The Challenge Machinery Co. Grand Haven, Mich. CHICAGO NEW YORK

Linotype Exhibit at Chicago Big Success

One of the most interesting and successful exhibits at the Graphic Arts Exposition at Chicago, July 23-30, was that of the Mergenthaler Linotype Co.

Three different Linotype models were in operation at the show—a Model 14, a Model 22, and a Model 24. And a comprehensive display of Linotype Typography was a feature of importance.

Walter C. Bleloch, manager of the Chicago agency of the company, and his staff, were in charge of the exhibit.

A large number of Linotype executives and representatives from New York City attended the convention and visited the exposition. Norman Dodge, vice-president and general manager; Joseph T. Mackey, secretary and treasurer, and Edward E. Bartlett, director of Linotype Typography, were in attendance, as were, also, Francis T. Denman, assistant manager of publicity; C. A. Hanson, general works manager; John R. Rogers, consulting engineer; David S. Kennedy, head of the experimental department; E. L. Tanner, electrical engineer; D. J. Hurley, chief of inspection, and George W. Loop, Charles S. Gunn and Raymond J. Slattery, salesmen-representatives.

Fred W. Bott, manager of the New Orleans agency; Alfred Archer, assistant manager of the Toronto agency, and Harry E. Reid, Linotype Typography expert for the Canadian territory, were in attendance.

At the exposition interviews were granted newspaper men by Messrs. Dodge and Mackey. The former, who recently returned from an extended stay abroad, explained that European printers and publishers in general are beginning to do things the American way; and Mr. Mackey, in speaking of conditions in the industry at this time, declared that "the tangible evidence already within our actual knowledge is that improvement already has begun."

First 42-Em Slug Casting Composing Machine

The Intertype Model D-s m 42-em machine on display for the first time at the Graphic Arts Exposition, Chicago, is said to be the first and only slug casting composing machine to set a 42-em line on a single slug.

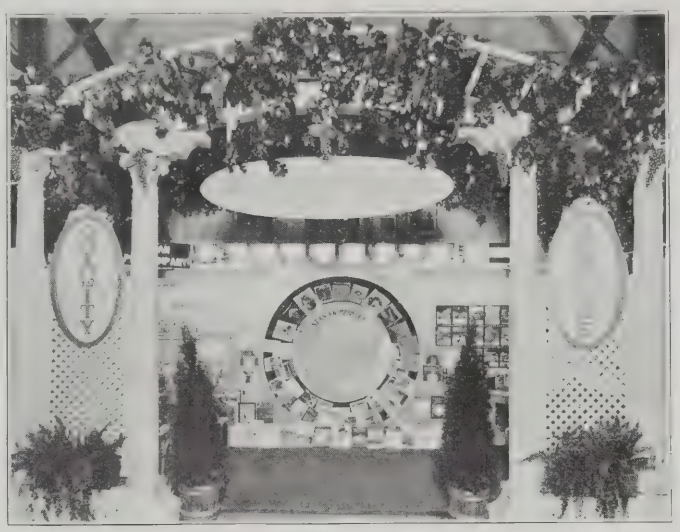
In appearance, the Model D-s m Intertype is similar to the C-s m Intertype but its range is considerably increased, as it carries three 72-channel magazines in its side magazine or triangular frame. Its keyboard carries 72 key buttons and its side magazine keyboard carries 36 key buttons. There have been no mechanical complications added on the D-s m over the C-s m, as the designers of this machine had simplicity foremost in their minds.

The setting of display composition on one slug up to a wide 36 pt. or condensed 60 pt. caps on a 42-em single slug will fill a long-felt want with the publishers and printers, especially in setting matter running over 30 ems wide, which requires complicated justification at present experienced when setting such matter on 30-em machines. It is now possible with the Model D-s m Intertype for one operator to take over the typographical composition of an entire newspaper display page, to set and cast same without leaving the machine except to make the usual changes required in molds, etc.

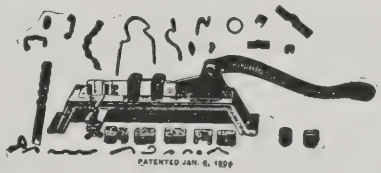
In addition, the machine will also set from 6 pt. up so that when not in use on display and advertising work it can be turned into use for text composition.

Chicago Graphic Arts Exhibit at Pageant

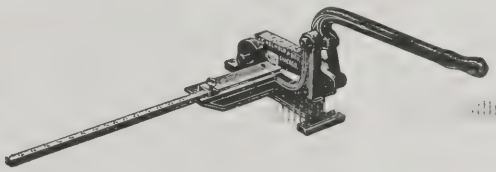
A number of firms in the Graphic Arts in Chicago exhibited at the Pageant of Progress at Chicago's Municipal Pier, July 29 to August 14. Among these were several printers, paper merchants, box manufacturers, printing equipment manufacturers, newspapers and publishers. Among the exhibits of paper merchants and and in fact among all exhibits that of the Seaman Paper Co., took one of the first places, by reason of its attractiveness and the comprehensive showing of its product. The accompanying illustration gives some idea of the appearance of the booth which had the distinction of being No. 1, Section A. The exhibit included samples of printing of all kinds and the exhibition of rag stock showing the various processes of making paper.



Booth of Seaman Paper Co., Chicago, Pageant of Progress.



Eureka Steel Rule Bender



Hercules Steel Rule Cutter

Steel Cutting, Creasing, Wave and Perforating Rules

CUTTING RULE

2 Pt. Center Face
2 " Side "
3 " Center "
3 " Side "
4 " Center "
4 " Side "
6 " Center "
6 " Side "

Tempers: Soft, very soft, hard

CREASING RULE

2 Pt. Round Face
3 " " "
4 " " "
6 " " "
8 " " "
10 " " "
12 " " "

This Rule can be had in Round or Flat Face

WAVE RULE (*Soft Only*)

2 Pt. Fine — 2 Pt. Medium — 2 Pt. Coarse — 2 Pt. Long Wave

All above 25 cents per foot

PERFORATING RULES

6 Tooth — 12 Tooth
8 Tooth — 18 Tooth

PRICES

Soft	Hard	Bright and Hard
2 Pt. at 20	25	30
3 Pt. at 25	30	35

STEEL CROSS CUT PERFORATING RULE

2 Point at 65c per foot. *Furnished in 4 ft. fonts cut L. S. at $2.85 per font*

STANDARD HEIGHT

Cutting Rule 15-16 in. — Creasing Rule Type High

Telephone Lincoln 1774

J. F. Helmold & Brother
1462 Custer Street
CHICAGO

PLAN TO ATTEND

THE FOURTH ANNUAL
INTERNATIONAL CONVENTION
AND EXPOSITION

OF THE

DIRECT-MAIL ADVERTISING
ASSOCIATION
INCORPORATED

and Its Affiliated Organizations

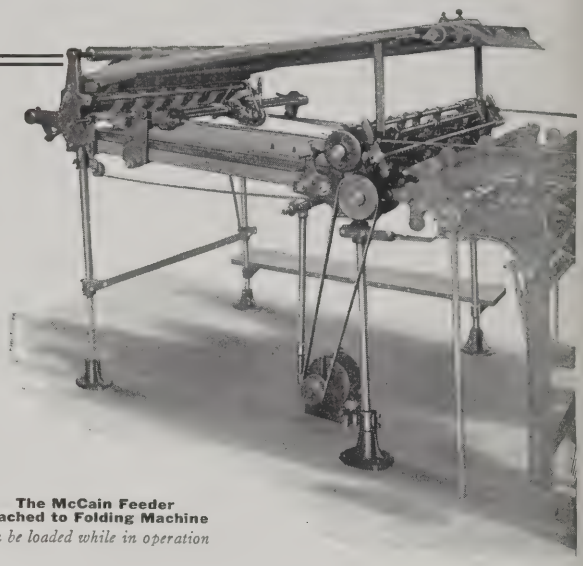
THE ASSOCIATION OF HOUSE ORGAN EDITORS
and
THE BETTER LETTERS ASSOCIATION

Springfield, Mass., October 25, 26, 27, 1921

Educational Exhibits by the
Leading Lithographers, Printers,
Paper Makers, Direct-Mail
Specialists and Allied
Industries

Full details may be had by writing the Publicity Club, Box 1061, Springfield, Mass.

THE FUCHS & LANG MFG. CO.
Printing and Lithographic Inks
119 West 40th Street
NEW YORK CITY



The McCain Feeder Attached to Folding Machine
Can be loaded while in operation

The McCain Automatic Feeder

will guarantee a maximum production from your folding machine. It is easily attached to the Brown, Anderson, Dexter, Cleveland and Hall folders. Feeds as fast as the folder folds.

Write for literature

McCain Bros. Manufacturing Company
29 South Clinton Street, Chicago, Illinois

Lester-Johnson Company, Inc.
TYPESETTING
DAY AND NIGHT — SERVICE & QUALITY
422 S. DEARBORN STREET
CHICAGO, ILL.

Composition
Makeup
Lockup

Telephone Wabash 6756

This will CUT your COST

Designed to transport pages from make-up to lock-up departments

Style 1-W

Needed by Every Catalog and Publication Printer

Made of metal—equipped with ball-bearing, heavy duty felt casters.

Chicago Metal Mfg. Co.
216 W. Ontario St., Chicago

For The Modern Service Printer

Continued from page 37

Every shop has, in its own product, the means of educating a certain number of firms toward better printing. If you are a "service" printer you can prepare your own advertising. If you have not as yet established yourself as a creator of direct-by-mail advertising you probably can print it. That being true, you can hire a competent advertising man to prepare it. At any event, advertise yourself and the merits of the printing you produce.

The effort we exert will not only raise us out of comparison with the price-cutter but it will teach our trade to value our service—it will reduce our selling costs and —best of all—it will help the craft toward the standing it should have in the minds of business men.

* * * *

Salesmen's Advance Cards

ADVANCE cards are old items in direct advertising but they have been neglected. During those days of super-inflated prosperity, salesmen dismissed any thought of announcing their proposed call and paving the way for orders. But those who are surviving the present struggle and are exerting themselves in an effort to corral every wee item of business, will welcome the revival of the effective and easily used Advance Card.

The simplest Advance Card is the type printed notice.

I am coming to see you on or about .....
Please save your orders and ask me for prices and information.

Very truly yours,

_____

of the Smith Corporation.

A better card would mention some new item which the salesman was planning to show the customer. Brief suggestions on seasonable merchandise might be mentioned.

A paint concern suggests:

House paints for fall painting and emphasizes the advisability of fall painting when the wood is dried out and the pores are open to take in paint.

Interior varnishes for winter use. Floor paints. Water proofing liquids for automobile tops.

In the spring, paints for the garden trellis and pergolas, enamels for porch furniture, automobile color varnishes. Paints and varnishes for boats.

This principle may be applied to many other lines. A little thought should develop timely ideas for any line of business you encounter.

You may not be elated over the size of Advance Card orders, but bear in mind they are used steadily. Helping a firm obtain what they need in so simple a thing as Advance Cards for their salesmen may prove your service ability and win larger orders.

Can be seen on the job in more than fifty Chicago linotype plants.

Built for long, hard and hot duty.

Applicable to any line or type-casting machine.

Now applied to Linographs by The Linograph Company

THE CHAPMAN THERMOSTAT

L. M. CHAPMAN

630 Woodland Park, Chicago, Ill.

New Sample Book

NASHUA INDIAN BRAND NO CURL GUMMED PAPER

A new sample book not over-elaborate or cumbersome in size or bulk, but conveniently and attractively arranged, showing the full stock line of Nashua Indian Brand No Curl Gummed Paper.

Of the paper itself little need be said, as in every printing plant in every state in the Union this paper is recognized for its exceptional qualities.

Feeds into the press absolutely flat, and under the most adverse climatic conditions the run goes thru at top speed.

The many different grades meet every requirement, from the cheapest "sticker" work to the finest half-tone color printing.

Probably you specify Indian Brand on every job and know the line so well that you don't need a sample book—nevertheless, there is a new one here—

Waiting for you to say, "Send it along."

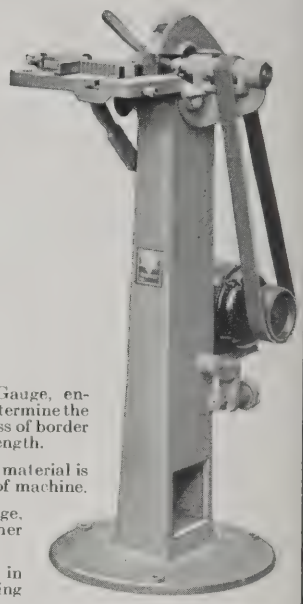
NASHUA GUMMED AND COATED PAPER COMPANY
NASHUA, NEW HAMPSHIRE

Linotyping
Monotyping
Type in Cases
Makeup, Lockup
Leads and Slugs
Quads and Spaces
Rules and Borders
Day and Night
Auto Delivery

Kilgore Linotyping Co.
531-532-533 Hearst Building
Market and Madison Streets Chicago
Telephone Franklin 3091

C. & G. Trimmiter

A Composing Room Saw



SAWS · TRIMS · MITERS

Made in the following styles:

"Ad-Alley Model"
Model No. 1
Model No. 2

Each containing these features:

1. A powerful work-holding vise.
2. Instant set end gauge.
3. Miter Attachment and Miter Gauge, enabling operator to quickly pre-determine the exact adjustment for any thickness of border and miter without reducing its length.
4. Column cannot "clog" as waste material is ejected from side, passing clear of machine.
5. Work is placed in front of gauge, permitting of finer and smoother cutting.
6. Will saw to less than one pica in length by points without adding any attachments.
7. Motor off floor, and fastened to a swinging bracket.
8. Positively fool-proof.

Write the Maker for further information

C. & G. MFG. CO. 538 S. DEARBORN ST. CHICAGO, ILL.

TELEPHONE: HARRISON 7593

M. Goldschmidt & Co.

PRINTING PRESS EQUIPMENT
FURNISHED AND INSTALLED

GENERATORS, MOTORS — Bought, Sold, Rented, Exchanged

ARMATURES, STATORS, ROTORS — Rewound

COMMUTATORS, COILS, CARBONS — Made

IF IT IS SERVICE YOU WANT
WE CAN GIVE IT TO YOU

538 South Clark Street Chicago
TELEPHONE HARRISON 6057

THE BEST EQUIPPED PLANT IN CHICAGO FOR :: CATALOG COMPOSITION AND MAKEUP ::

The Englewood Typesetting Company

LINO—LUDLOW—LINO-TABLER
ELROD — MAKEUP

536 W. Sixty-third Street
CHICAGO

Phone Wentworth 3102 · STARR M. MINER, Manager

WITH WHICH IS AFFILIATED

The Empire Typesetting Company

730 N. Franklin Street
CHICAGO

Phone Superior 1370 HAROLD A. STIGNER, Manager

AT BO TH ENDS OF THE PRINTING CENTER

Ideas Bridge the Price Chasm

Continued from page 33

concerns, and the same idea can be worked in limitless cases. Every specialty manufacturer who has no organized advertising department can be helped in this manner. The printing salesman who can do this not only creates work, but snatches business out of the fire of competition.

A printing salesman had a call from a small manufacturer of plows for a price on 6,000 blotters a month. The plow man wanted to mail these to his dealers and prospects to keep his name before them during the intervals between visits of his salesmen. All of the 72,000 blotters were to be nearly alike, with old stereotyped phrases about high quality, good workmanship, low prices, etc. A monthly calendar was to appear on each lot of 6,000. It looked like a highly competitive job.

The salesman suggested that the blotters be gotten up with an illustration of a different plow each month, and a short talk about this particular plow. He sketched his idea and suggested a tint block be used in connection with an appropriate hand-drawn border. To make the customer look for the blotters each month he tied them into a series and ran a small engraving to represent ancient types of plows. Under each picture was the caption, "12 Centuries of Plows—Another Picture Next Month." Under the cut of the company's plow was the caption "The Plow of Today." Before the series was completed the salesman heard many favorable comments on the campaign. The customer was highly pleased, and now gives all of his work to this man. The pictures of the ancient plows were copied from illustrations found in encyclopedias in the public library.

The same idea was worked out for a shoe store. On one end of a blotter was a cut of a very stylish shoe, a different model appearing each month. At the other end appeared the caption, "Shoes of All Nations," each month a drawing of the footwear of some foreign country being shown. The series was very interesting and was widely distributed, each month a larger quantity being ordered. Requests were received from school teachers, who used some of the pictures in their classrooms.

The same idea can be sold to a clothing store, hat store, or millinery shop. There is no end to the variations of any of these plans. The salesman who presents them is always welcome. He lifts himself above the general run of copy chasers and price quoters.

Every business has its romance, its history and its traditions, all of which can be cashed in on by the live salesman.

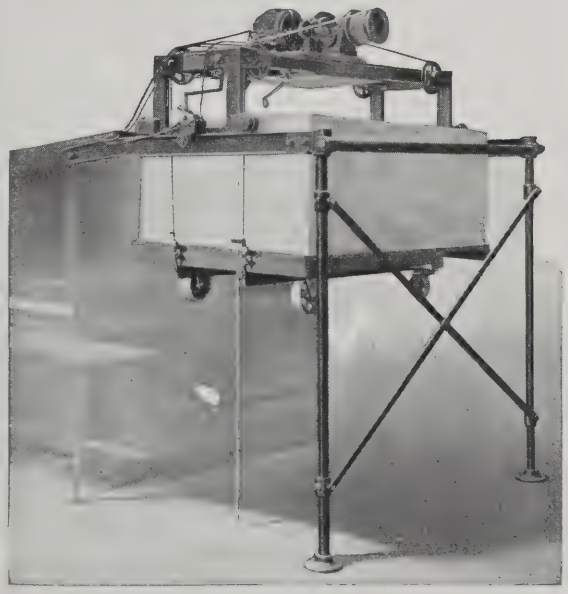
Don't forget the U. T. A. Annual Convention will be held in Toronto, October 17, 18, 19 and 20. Make plans to attend.

Printers Appraisal Agency
ESTABLISHED 1905
Incorporated
[Printing Plants Exclusively]
536-38 So. Dearborn St. Chicago

A Record of Twelve Consecutive Years in One Chicago Plant

Endorsed by the Franklin-Typothetae of Chicago

Reduce Lost Time in the Pressroom



EVERY time a feeder climbs down from his press to get a new "lift" of stock, the press stops. Quite often it stops longer than is really necessary, as experience has shown, while he passes the time of day with some neighbor feeder. With a

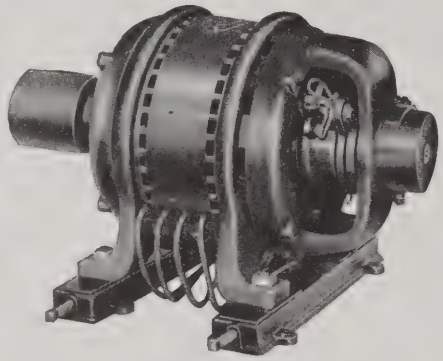
ROUSE
PAPER LIFT

he does not need to climb down — the stock is above the feedboard almost within his reach.

How to cut that waste is told in an attractive booklet, "Rouse Handling vs. Man Handling," which is sent free on request to

H. B. ROUSE & COMPANY
2214 Ward Street, Chicago

Push-Button Controlled Variable Speed Motors *for* Printing Machinery



"PRINTERS' PREFERENCE"

No waste time in your printing plant with our push-button control. Our repeat orders more than emphasize this time-saving feature.

Descriptive Booklet gladly mailed on request.

Northwestern Electric Co.

408-416 South Hoyne Ave., Chicago, U. S. A.

Kansas City, Mo., 1924 Grand Ave.
Pittsburgh, Pa., 719 Liberty Ave.
Seattle, Wash., 524 First Ave. S.
New York, 1170 Broadway
Minneapolis, 8 N. Sixth St.
Toronto, 308 Tyrell Bldg.
95 King Street.

Paper Costs Soar in Comparison to Printing Costs

WHILE the average cost of printing rose from 1,000 (the base) in 1913 to 2,237 in 1920, the price of paper rose from 1,000 to 3,342 in the same period. Such has been found the case as the result of an investigation made by W. R. Colton, director of the Department of Research, U. T. A., a report of which is printed in full in a recent copy of the *Typothetae Bulletin.*

Detailed tables showing the increase in the cost of printing by operation and year and for paper by class of paper and year, are given below:

	1913	1914	1915	1916	1917	1918	1919	1920
Composing Room Hand Work	1000	1059	1104	1072	1199	1520	1762	2092
Machine Composition —Slug Casting Machines	1000	1046	1089	1077	1069	1224	1401	1730
Monotype Keyboard	1000	1116	1186	1414	1517	1644	2106	2695
Monotype Caster	1000	1052	1080	1086	1236	1296	1354	1657
Platen Presses	1000	1089	1123	1230	1257	1473	1679	2079
Pony Cylinders, smaller than 25x38	1000	1103	1164	1318	1294	1576	1761	2255
Cylinders, 24x38 and larger	1000	1149	1215	1139	1238	1325	1631	1982
Cutting Machines	1000	1060	1118	1035	1137	1284	1545	2000
Folding Machines	1000	1008	1206	1285	1294	1688	1706	2130
Men's Power Machines, Bindery A	1000	1042	1053	1813	1898	2035	1920	2306
Men's Hand Work, Bindery B	1000	1000	1028	1001	1064	1305	1383	1679
Girls' Power Machines, Bindery C	1000	1033	1057	1113	1242	1403	1681	2010
Girls' Hand Work, Bindery D	1000	1063	1179	1176	1298	1616	1926	2435
Total	1000	1063	1123	1216	1288	1494	1681	2237

Comparative Hour Costs in the printing industry by percentages, 1913 to 1920, inclusive.

	1913	1914	1915	1916	1917	1918	1919	1920
Enamel Book	1000	1071	1071	1357	1500	1786	2071	3286
Super Book	1000	1050	1100	1550	1750	2250	2400	3600
M. F. Book	1000	1000	1000	1500	1700	2000	2100	3400
Writing Papers	1000	1000	1020	1200	1660	1780	2050	3080
Total	1000	1030	1048	1402	1650	1954	2155	3342

Comparative costs of paper by percentages, 1913 to 1920, inclusive.

HARRIS & WALKER
Bookbinders and Finishers
TO THE PRINTING TRADE

INDEXING
DIE CUTTING
NUMBERING
PERFORATING
SCORING
CREASING
PUNCHING
EYELETING
ROUND CORNERING
WIRE STITCHING

Prompt Service at Right Prices

Telephone Franklin 2101

167 W. Monroe St. Chicago

K&W PAPER CO

We carry a full line of the well-known

Brightwood Brand Cardboards

made by the

Holyoke Card & Paper Co.

Translucent Bristols
Offset Bristols
Lithograph Blanks
Thick China
Tough Checks
Railroads
Offset Blanks

Agents for Valley Paper Company

Knox & Wolcott Paper Company

626 Federal Street Chicago, Illinois

KANSAS

With practically four months gone since the printing strike was first called to force the 44-hour issue, the industry in Wichita and in other cities of Kansas, where the employers put up opposition to the shorter work week, practically has resumed normal operation. Nearly full forces are employed and all work is being cared for promptly and efficiently. Demand has been remarkable during the summer, considering conditions in other parts of the country, and it has kept most of the shops moderately busy during what up to two years ago was considered the normally dull season.

With the break in the strike as far as the pressmen were concerned there has been less hope on the part of the Typographical union of winning back the place it held in the state. It has been promising the strikers every week that the break in the employers' ranks was but a few days or a few weeks off. The new men employed have been worked upon and told that they could not hope for permanent places, as they knew the employers would not hold out much longer. The story has grown stale and the new man who have, many of them, been on since May understand now that it is all bluff and that they can rely on the employers to give them steady work as long as they wish to stay. Apprentices are improving every week and the inexperienced young men have been gaining all the time, so that forces will be reasonably well trained when the fall trade starts up. Several of the larger employers have expressed themselves as well pleased with conditions as they exist and declare that they will never go back to union control of their shops. The experience has been trying at times but all consider the results well worth the effort. The spirit of willingness to do everything that is required of them, evidenced among the new employes, is one of the most gratifying features of the situation.

The district organizer of the union visited Wichita recently and tried to get a ray of hope from the employers to bolster up the drooping spirits of the men drawing strike benefits, but he got no encouragement from anyone. He intimated that the men had "not begun to fight yet" and that if the employers continued to hold out some dire calamity was bound to befall them. The union is issuing a paper called the *Gold Brick*, in which the employers are attacked for "locking out" their workmen and denying them the Saturday half holiday. As all but three firms in town have always given a half holiday this does not get far with people who know the facts. Prices of printing have also been attacked and the union shops have made a business of cutting prices, in some cases taking work for half the price charged by reputable printers, regardless of the stock or work involved. The union believes in a program of rule or ruin, but the Board of Commerce and most of the big buyers of printing are supporting the employing printers in their fight, so the union has apparently not made much headway on this part of its program.

Recognition of the Standard Cost Finding System of the United Typothetae of America has been given by the Wichita City Commission and the Typothetae office has been given the contract for doing all the city printing for the fiscal year ending July, 1922, on a cost plus basis. The work is sent to the secretary, who distributes it to the members of the organization. He acts as auditor of bills rendered by the member firms and remits to each for work done as payment is received from the city. Heretofore, bids have been asked on individual jobs and there has been more or less shopping around and sometimes close competition. Now the work will be billed on the basis of the average hour costs in the city for the various operations and the profit added. It is believed that the printers will be able to demonstrate to the city the fairness of this method of handling its printing and that there will be a substantial saving over the old method.

Business prospects in Wichita appear to be good from all indications. There has been only a slight slump in work during the summer compared with years before 1919. Some firms registered as heavy July business as any in their history and August held up remarkably well. Competition has been somewhat keener and some difficulty has been experienced in maintaining prices, though it is admitted that costs are as high as ever with the exception of paper.

A conference of Typothetae secretaries was held in Kansas City, Saturday, August 27, under the direction of J. S. Hubbard of Wichita, vice-president of the southwest district of the Secretary-Managers' Association. Field Secretary R. W. Randolph and District Representative G. E. Phillips of the national office were present and spoke.

Harry R. Horner, of the Horner Print, sustained a broken thumb in trying to stop a hot throw to second base in a Typothetae ball game August 19. His team won 30 to 16 in spite of the handicap. The employers are to meet a picked team of employes for their next game.

GRAND RAPIDS

Continued from page 55

The Evans Printing Co. has purchased a 23x38 Lee Model Cylinder Press through Mr. Lee of the Challenge Machinery Co., of Grand Haven, Michigan. The Evans Printing Co. has also spent considerable money in making what is one of the finest suites of offices in Grand Rapids. The office walls are finished in white enamel and paneled with mahogany. New office furniture completes the furnishings.

J. F. Saunders, who has been connected with the Powers-Tyson Printing Co., and Proudfit Loose Leaf Co., for some time past, has gone into business for himself under the name of the Saunders Agency. He is located at 321 Pine avenue N. W. He will specialize on loose leaf sheets and binders and machine bookkeeping equipments. He will also handle printing and office supplies in connection with his binding business.

Through a transaction completed late last month, Charles R. Angell, member of the *Herald* editorial staff, becomes owner and publisher of the Grandville *Star*, a weekly newspaper printed at Grandville, Mich. J. H. Cark, for the past two years publisher of the paper, retains the job printing establishment conducted in connection with the *Star*.

The Grand Rapids *News* has started a job printing department to be known as the Daily News Co. The company has installed a Gordon press and a power cutter. Other new equipment will be added as needed. M. J. Tietma has charge of this department.

George Veldman, who has been employed in a number of the larger shops as stock cutter for a number of years, has gone into the printing business for himself under the name of the Veldman Printery. His plant is located at 133 Brown street, S. W.

George P. Gage, printing and advertising salesman, is now with the Onderdonk Printing Co., 56-58 Market avenue, N. W. Mr. Gage was formerly with the Powers-Tyson Printing Co., and engaged in the advertising service business.

E. W. Moore, former owner of the Benton Harbor (Mich.) *News-Palladium*, will start publication of a new weekly newspaper in Pasadena, Cal., October 1. Mr. Moore has purchased a plant in Pasadena, where the new paper will be printed.

Special Pressroom Papers!!!

We are sole agents for the Perfecting Surface Traveling Offset and Duplex Tympan Papers made by Warren Mfg. Co.

Write for Samples and Quotations

The Domestic Mills Paper Company

96 Reade Street, New York

Call Harrison 3411 for

Ruling and Binding

FOR THE TRADE

Loose Leaf Binders and Sheets
Blank Books
Special Indexes
Numbering
Perforating, Round and Slot
Punching
Gold Stamping
Crimping
Eyeleting
Loose Leaf Card Cases
Flexible Leather Work
Loose Leaf Memo Books

We Specialize in

Strip Gumming Window Posters
Gumming Labels in Sheets
Varnishing Labels,
Book Covers, and Maps.
Stippling Book Covers
Tin Edging { Hangers, Maps, Calendars

We Manufacture

Tin Mounting Machines
Metal Edgings
Hanger Loops

U. S. Finishing & Mfg. Co.

216 N. CLINTON ST., CHICAGO, ILL.
PHONE MAIN 621-2503

BLOMGREN BROS. & CO.

ESTABLISHED 1875

ILLUSTRATORS
PHOTO RETOUCHERS
ENGRAVERS
ELECTROTYPERS
NICKELTYPERS
LEAD MOULD PROCESS

512 SHERMAN ST
CHICAGO

'Round the Calendar

TWELVE advertising suggestions for the printer who wants to get more business. Drawings by Long, copy by Pickering, and typography by Gruver---a trio of well-known and high-grade advertising men.

Yours for the asking provided you write on your printed letterhead, and are an established printing concern.

All others 50 cents in stamps.

Glad to send a copy by return mail.

Just as good for the small town printer as the printer in the largest city.

PORTE PUBLISHING CO.
R. T. Porte, President
SALT LAKE CITY, UTAH

Make Sure You're Within Range

Continued from page 31

shoot until you see their smokestacks, and if you are extra cautious add: *And then see if they are shooting smoke.*

The ideal printing salesman of the future will pick out a list of prospects, large and small, within a very small radius, and he will concentrate upon them until he knows every brick in the stacks, until he knows automatically just when Jones is going to need some new scratch pads with "Do Today" printed upon them, as well as he knows when Smiths will let their 1,000,000 runs of an umpty-steen page catalog.

It can be done. It is being done.

This is not an idle dream. One plant that I know is at this moment doing this very thing. They have a limited prospect list and they have seen the actual smokestacks of those prospects. They concentrate first upon the main list, and then automatically upon the stacks from which smoke is oozing, bellowing, or pouring, as the case may be. Naturally, in times like these, they concentrate most of all upon those plants from whose stacks the smoke pours.

In this case, every prospect is within easy riding distance of their six-cylinder car and, despite "conditions," this plant which is paraphrasing that old general's advice is busy.

Let no one mistake the fact that not all factories need smokestacks either, that is a figure of speech which the word-writer craves liberty for using. It is true that the smokestack may be used as an easy way of picking out the ones to go after early in the battle for business, but don't shoot out a lot of shot at some smokestack which you *think* is out in Iowa. It may only be a fake movie stack over in Jersey, long since torn down.

Last week there called on the writer a would-be salesman of printing for one of the country's largest plants. It was his first call. Casually I asked:

"Will you be coming up this way regularly, once a month, or so?"

He admitted he would not.

Then pray, why should we do business with one who will only come "now and then," and perhaps only if we give him orders enough to bring him. Why help the railroad and Pullman company that much by bringing that printer past a lot of other printers when we have some who can serve us equally well within walking distance and who come to see us regularly and who know our smokestack as an old friend?

Far be it from your humble speaker to preach, but now is the time for ripping the barnacles from business and one of the barnacles of printing has been this seemingly inordinate desire to go a long way off to get business and subject yourself and the client to delays, inconvenience and the like, when the smokestack right around the corner needed your services!

What a wonderful thing the salesmen of the printing industry could do for business in general right now if they picked out all the smokestacks right in their own immediate territory and then went and sold them a goodly bunch of optimism on America!

Each incoming mail predicts the fact that this method of concentrated salesmanship is not being used. From all quarters of the compass comes the clarion call: "Let us help you in your business, distance is no objection to our dealing to our mutual benefit." Granted, but how about that smokestack over back of the pressroom there, why not help it belch forth smoke that denotes better business. Their smoke will help your own home town!

For, truly, *business, like charity, begins at home.*

Try it!

A

Pole Dried

Paper

Moderately

Priced

and

Very

Distinctive

A Trial Will Convince You

La Salle Paper Company

171-173 N. Dearborn St.

CHICAGO

Telephone RANDOLPH 3640

For 1921

The Stauder Line

ENGRAVED
CHRISTMAS GREETING
CARDS

New designs in most attractive
forms to meet every taste

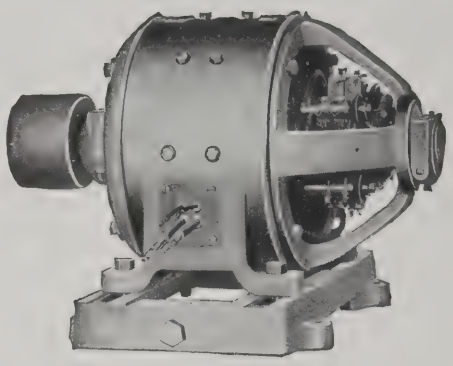
Retail at 5, 10, 15, 20 and 25 cents

Assortments for counter sale
For use with personal card plates
Holiday sentiments for Business Houses
Cards with designs only, for Printers

Send $3.00 for bound book of samples on approval

STAUDER ENGRAVING CO.
235 NORTH WELLS STREET
CHICAGO, ILL.

STOP! LOOK! LISTEN!



See one of our equipments operating the Harris Offset Press at the exposition. Complete electrical equipment furnished and installed for any machine used in the printing trades.

A special department for repairs and maintenance. Service you will like. Wiring by *electricians* who know how.

Hyre Electric Company
619 South Dearborn Street
Harrison 1182

Non-Distribution Systems---

We have added a complete Monotype Non-Distribution System Make-up Department to our Linotype Composition plant.

We will maintain a complete Monotype Non-Distribution System in your composing room at no greater cost to you than your present cost of distribution. Let us give you special price determined by your own requirements each month.

We have large quantities of new type, leads, slugs, rules, spaces and quads, which we will sell by the pound or use in making up your jobs.

A. R. Buckingham
15 S. Market Street
CHICAGO

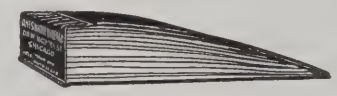
New Lines Recently Added

ANTIQUARIAN COVER
Antique—Ripple Finish
2 SIZES—2 WEIGHTS—10 COLORS

ARTLOVERS' COVER
Vellum Finish
1 SIZE—2 WEIGHTS—9 COLORS

PATRICIAN COVER
Crash Finish
2 SIZES—2 WEIGHTS—8 COLORS

LODESTONE COVER
2 SIZES—5 WEIGHTS—6 COLORS



REG. U. S. PAT. OFFICE

JAMES WHITE PAPER CO.
Telephone—Main 875
219 W. Monroe St., Chicago

Printing Supply Men Perfect National Organization

PRINTING supply salesmen last month met in Chicago for the formation of a national association, which has been named the International Association of Printers' Supply Salesmen. The meeting was held during the Chicago Graphic Arts Exposition. The local Chicago, New York and Philadelphia clubs were instrumental in organizing the body. Officers were elected as follows: President, C. A. Dresser, New York; first vice-president, Joseph A. Borden, Chicago; second vice-president, M. E. Hays, Philadelphia; secretary, Charles A. Walden, Jr., New York, and treasurer, C. P. Evans, Chicago. The following men were appointed executive committeemen: D. J. Casey, New York; Charles H. Collins, Chicago; William Griswold, San Francisco, and Herbert F. Dixon, Philadelphia. A constitution and by-laws were adopted and an emblem committee appointed. An annual meeting of all members will be held. Local bodies will be formed in the various printing centers.

Who Says a House Organ Doesn't Pay?

THE possibilities of a printer's house organ are exemplified by those which have resulted from the one issued by the Meyer Press, Appleton, Wis., called *Press Proof* and mentioned numerous times in this magazine. Started last December it has rapidly made a world-wide name for itself. The company has received requests for copies from as far away as Transvaal, South Africa, and London, England. The little magazine is being taken as a model by numerous business concerns and, of course, the Meyer Press has a strong selling argument when the publication of these house organs is started, for it guarantees to make the customer's equally as interesting and equally as beautiful. The July issue was called the "Vacation Number," and illustrated the value and interest which can be put into any house organ by outlining automobile tours, hikes and camping trips through Wisconsin.

McCune Again With Ben Franklin Monthly

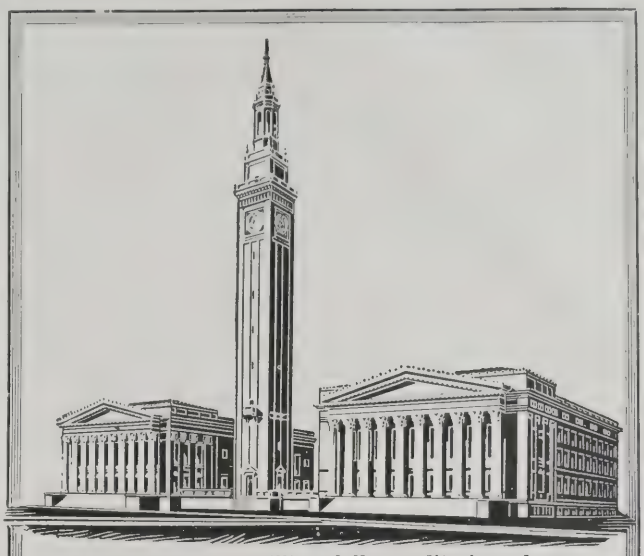
IT IS with a great deal of pleasure that Ben Franklin Monthly announces that George V. McCune has been added to its staff as business manager. Mr. McCune was associated with Ben Franklin Monthly until a year and a half ago, when he left to become advertising manager of the Elgin (Ill.) *Daily News*. Mr. McCune has a wide acquaintance among Ben Franklin's readers and advertisers and we are certain they join with us in welcoming Mr. McCune back to the fold.

Chicago Printers Plan Golf Meet

Continued from page 40

To reach Olympia Fields by automobile, the following route should be taken: South on Michigan avenue to Garfield boulevard, turn right on Garfield boulevard to Western avenue, turn left on Western avenue, continuing south about 12 miles to Blue Island; follow trolley straight through Blue Island and continue on road south through Hazelcrest, Homewood and as far as Idlewild Country Club; turn right, one mile west to first road running south, past Flossmore Country Club on left; continue south to entrance Olympia Fields, on right of road.

The committee in charge is made up of: E. W. Kirchner, chairman, A. C. Hammond, W. R. Thomas, M. E. Franklin, Harry Birt, Ben C. Pittsford, H. E. Roelke, P. A. Howard, W. K. Tews.



Springfield's two million dollar auditorium—home of the Convention and Exposition.

PLAN TO ATTEND THE

Direct Mail Advertising Association

FOURTH ANNUAL INTERNATIONAL CONVENTION AND EXPOSITION

Springfield, Mass., Oct. 25, 26, 27, 1921

The Convention of the Direct Mail Advertising Association and its affiliated organizations, the Association of House Organ Editors and Better Letters Association, which is to be held in Springfield, Mass., is the official annual meeting of the most important buyers and users of direct advertising. The first separate convention was held in Chicago in 1918; the second, the following year in Cleveland, and the third, last Fall in Detroit, with increasing interest each succeeding year.

The Association is an accredited department of the Associated Advertising Clubs of the World and the Convention has been officially endorsed by the executive committee of the United Typothetae of America.

The membership embraces the foremost advertisers of the country, including manufacturers, wholesalers and retailers. It is in no sense an organization of companies interested exclusively in the mail order business; on the contrary, its membership consists of advertisers who merchandise their products in many different ways.

Educational exhibits by the leading lithographers, printers, paper makers, direct-mail specialists and allied industries. Full details may be had by writing the Publicity Club, Box 1061, Springfield, Mass.

ASSOCIATED ADVERTISING CLUBS OF THE WORLD — TRUTH

This Space Donated by

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICE AND FACTORY: CLEVELAND

NEW YORK: Aeolian Building CHICAGO: 532 Clark St.
BOSTON: 101 Milk St. PHILADELPHIA: The Bourse
SAN FRANCISCO: 824 Balfour Building

A printer bought
40 pounds of foundry type

A true story—

A printer was handed a broadside, forsooth without price, but ye gods in a hurry!

The hirelings were called to confer, and soon feet were flying madly about.

Today our man happened to drop in—30 hours time already spent on the broadside and not half up, and worse, 40 pounds of new foundry type!

Customer telephoning, boss yelling, foreman driving, comps sweating. New cuts two inches larger than layout.

What we told him—

Great guns, man, the *least* you could have done was to let me set the type for you, let your printers run it over where necessary, but save the hours of hand-setting six point! Printers can't do it any more! But better still why not have let me take the whole thing off your hands. Copy today—proofs tomorrow

In your mad scramble you are taking twice as long. We are used to rush jobs, and we have every facility to get them out in a hurry.

Stop and count ten before you hand-set the next one. Refuse to invest the profits of your business in unserviceable material which cannot earn the interest on its investment.

Trade-Shop Typesetters, Inc.

218 South Clark Street Chicago, Illinois

Telephone Wabash 7667 Day and Night 48 Hours

Superior Bond

AT ITS PRESENT LOW PRICE IT IS THE LEADING BOND VALUE, SUITABLE FOR ALL CLASSES OF WORK WHERE STRENGTH, WRITING SURFACE AND CLEAR COLORS ARE REQUIRED AT MODERATE COST.

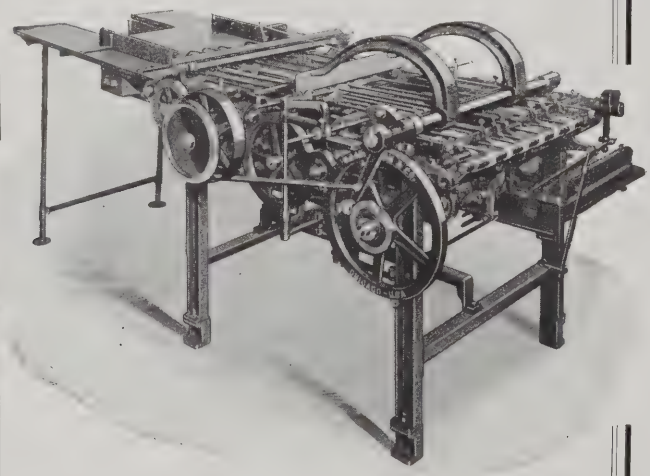
Midland Paper Company

322 W. Washington St.

Chicago

Superior Machinery

throughout your plant is essential—it means *Better Quality* with larger output



Particular printers invariably prefer *Anderson Folding Machines*

They are high speed, durable and ideally simple to operate.

Let us send you full details

C. F. Anderson & Co.

3225-3231 CALUMET AVENUE

CHICAGO

SUPREME BRAND

Flexible Tabbing Composition

Combines Strength, Flexibility, Elasticity, Economy

ABSOLUTELY GUARANTEED

LAYTON ELASTIC GLUE COMPANY

703-709 FULTON STREET

CHICAGO

TELEPHONE HAYMARKET 345

Does This Apply to You?

"I HAVE noticed that a good many business men ride on the back platform of the business street car, instead of out in front. That means that they see events while they are happening, or after they happen, but they do not anticipate events and prepare to meet them intelligently.

"As a result, they are willing to place greater reliance in what their competitor does than in their own judgment. If you walk up and down the business street, you see all sorts of business men with their heads out of the windows. They are not looking ahead. They are looking around. They are curious to know what the other fellow is doing. Jenkins, for example, sees that Jones has cut his price 2 cents.

" 'If Jones can do it, I can, too,' says Jenkins, and he proceeds on that basis.

"But Jenkins does not know anything at all about why Jones cut his price. He does not know that Jones has a note falling due at the bank which he has simply got to get the money to meet; or that Jones bought oil at 8 cents when he, Jenkins, paid 11 cents; or that Jones has got busy and cut his production costs 10 per cent. He is too busy watching what Jones does out in the open, where everybody can see, to take a second thought as to what is going on behind the scenes that makes the conditions in Jones' business altogether different from his own."

—*System.*

Toronto Type Foundry Co., Ltd., to Represent Intertype in Canada

ANNOUNCEMENT has just been made by Vice-President G. C. Willings of the Intertype Corporation that the Toronto Type Foundry Co., Ltd., will handle the sale of Intertypes in the Dominion of Canada, succeeding Miller & Richard.

CLINE-WESTINGHOUSE MOTOR EQUIPMENTS

Insure the most economical power and control of printing machinery

NAME SERVICE QUALITY FAME
CLINE ELECTRIC MANF'G. CO
CHICAGO
CLINE WESTINGHOUSE

ALTERNATING AND DIRECT CURRENT

Used by the Best Known Printers

CLINE ELECTRIC MFG. CO.
CHICAGO NEW YORK

Call Harrison 3570

When in need of quick action on that rush job of yours—*Leave the rest to us.*

Our ample facilities and efficient organization give assurance that you will get it on time.

Everything for the printer to install non-distribution in his own plant.

Ask for specimen book.

Standard Typesetting Company

701-703 So. La Salle Street : Chicago

Answering the School Question

Continued from page 28

to try to tell you much in detail about the Department of Printing at Carnegie Tech. There is one man better fitted than any other in this country to do that, and I am sure he would be glad to write you about it if you were to ask him, and to send you schedules of courses and information of whatever sort you desire. That man is Mr. Hoyle, whose address is "Carnegie Institute of Technology, Pittsburgh, Pa." And he'll write you a very human letter, too, if I may judge by the one which is on my desk now. Because that's the kind of person he is. And his personality is one of the big things which makes the Department of Printing vastly worth while.

One of his boys was in to see me the other day. (This boy, by the way, a product of the Department of Printing of Carnegie Tech, is now assistant publicity director for the Mergenthaler Linotype Company, and I'm sure that he is not over twenty-five.) I mentioned Mr. Hoyle to him and he said, "A regular fellow! A gentleman and a scholar and everything that goes with it!"

The Graduation Number of *The Bagpipe*, the magazine which the students of the department publish, has many more such things as this in it, written by the boys mostly about the institution itself, but reflecting the personality of the man who directs the Department of Printing. If you are interested in what may be obtained in the way of a general college education and an education in printing at the same time, you should have a copy of this *Bagpipe*. I am sure Mr. Hoyle will send you one if you ask him. It tells you how the student may take his choice between a year's intensive study of printing and four years in which general education and printing education are combined, outlines the courses and gives much valuable information about the school.

But do not confine yourself to a request for *The Bagpipe*. If you who are reading this happen to be a young man who would like to do some serious work in an effort to learn the printing business without sacrificing the problematical culture which comes with a general education; if you are the father of a boy and are wondering how to do this same thing with your son; if you are an employer with an especially bright boy in your shop who should be getting a broader education than he has, and you know it; get acquainted with Mr. Hoyle and his Department of Printing. He has an interesting message for you.

Engdahl Bindery

Edition Book Binders

412-420 Orleans Street, CHICAGO

Just Across the New Franklin-Orleans Bridge

Telephone Main 4928

"Books Bound by Us Are Bound to Satisfy"

Special Train From Chicago

SEE page 47 for full particulars regarding the Chicago special train to the Toronto U. T. A. Convention in October.

THE NICKELSTEEL "GLOBETYPE"
used in every issue of the Ben Franklin Monthly since August, 1912. Note that the printing quality does not show perceptible deterioration.

A Printer Talks to Printers

Continued from page 29

program than preparing a huge broadside as the result of a bright idea and then sending it out at random with no background and no foreground—just suspended in mid-air, as it were, like Mohammed's coffin.

Printed salesmanship can build bigger business only if the campaign is carried on persistently, month in, month out, each piece of direct advertising a necessary link in the chain of evidence and argument which you wish to place before your prospects and designed not only to win new business but to keep old customers "sold."

Reaching a prospect once in a while is not enough. Few make that mistake in general advertising. They keep at it and at it. The isolated piece of advertising, whether direct or general, no matter how striking in appearance, will surely fail unless there is a follow-up. Old Father Time gets on the job, and the undertaker and the wedding bells and the baby carriage and grim visaged death. The first thing you know the world is peopled with new buyers who never heard of Mr. Advertiser and his product.

If you would keep the public "sold" on your product, you must iterate and reiterate the fundamentals of your business. But if you state the fundamentals continually, you must also state them freshly—differently. And it is in that restating of fundamental claims in a fresh and different manner that the printed salesman excels the flesh and blood salesman.

No one salesman can call on a thousand or more prospects each month, yet the printed salesman can be made to reach any number of people and present the sales story in an interesting, effective, and entirely different way each time, as often as you please. The entire territory covered by the customer of the printer can be covered in a day if need be, and covered regularly throughout the year.

Appropriation Varies With Business

The printer is the direct means of creating this salesman of the seven-league boots. In a measure, his reputation as a service printer depends upon the delivery which his child, direct advertising, makes. In order to protect himself against sending out "duds," he should endeavor to enter into full and frank discussion with his customer as to the entire plan of campaign. No matter whether the advertising appropriation is large or small, a definite plan and schedule is necessary for a successful outcome. To have the proper basis for discussion, a general outline of what is proposed, together with estimates of the cost, should be presented. Here is where the printer should be able to take the initiative in suggesting ways and means to his customer.

The problem is not so much to get business firms to use direct advertising as it is to get them to use it correctly. The responsibility for this rests upon the printer who specializes in this class of work. He must not follow the lines of least resistance. He must take orders regarding always the ultimate effect. He must put his best thought and energies into developing a plan behind every piece of direct advertising and must see to it that that plan is interwoven with the general policy of his customer's business. That method and that alone will build bigger business for the printer's customer and thereby for the printer.

The printer can do much in the matter of planning before he approaches his prospect by analyzing the prospect's direct advertising needs, always bearing in mind that that part of the firm's advertising appropriation which can be spent on direct advertising varies with the character of the business. The direct advertising printer should be in a position to advise the prospect as to what proportion of the appropriation ought to be so spent.

A soap manufacturer will use a certain amount of direct advertising, but it does not offer him the special opportunity that it holds for the automobile maker, for instance. For there is no special class appeal in most soap advertisements. Every reader of the *Saturday Evening Post* is a prospective buyer of toilet soap.

On the other hand, the maker of an automobile, while he will not neglect to use such an excellent medium as that just mentioned, does it in full realization that only a small number of those who read his advertisement therein is in the prospect class. Intelligently planned direct advertising campaigns, carried on through the use of selected lists furnished by local dealers, can reach quickly and profitably a class of readers in whom a very high percentage of prospective customers exist. In his general advertising he is compelled to pay for a large amount of waste circulation. In his direct advertising he pays for practically none.

"Class" Advertising Should Be Direct Advertising

Many businesses must give special attention not so much to the ultimate consumer as to the dealer, and here printed salesmanship is pre-eminent. The firm that neglects it is missing one of the greatest aids to salesmanship. Many a merchandising plan has missed fire because due consideration was not given to securing the co-operation and good will of the dealer by keeping him informed and "sold" on the sales and advertising policy that was being followed.

Firms selling class propositions to doctors or dentists, or something to one class of manufacturers, will find that direct advertising pays ten times the usual dividends that can be expected from general advertising.

One point more. In all that has gone before, I have tried to bring out two things: First, the importance of planned campaigns in direct advertising and the importance of direct advertising in the business policy of any firm, and, second, the important part which the direct advertising printer can play in shaping these campaigns for his customer. It seems almost superfluous to add that everything which has been said in favor of building business by direct advertising applies to the printer himself.

Make this, your specialized product, sell itself to your specialized class of customers, the users of direct advertising, by presenting its own story in an attractive and persistent manner. If you yourself are not consistently using this form of salesmanship, your customer may well wonder how he can place confidence in your recommendation of it, when you show so little confidence.

Printed salesmanship is as yet only on the threshold of its career. It is destined to grow and to grow tremendously. As advertising printers we must check a spurious and artificial growth. We must guide it along right lines. I predict a vast increase in the use of this proven method of advertising when the printer who produces it uses it consistently himself, and when he becomes thoroughly aware of the fact that he can be successful only in direct ratio to the success of the campaigns which he plans for his clients.

HAMMERMILL BOND
"The Utility Business Paper"
SEND for a set of portfolios that will help you sell more printing.
HAMMERMILL PAPER COMPANY, ERIE, PENNSYLVANIA

ST. LOUIS

Eighteen printing firms, members of the Open Shop Printers of St. Louis, in filing an injunction suit in the United States District Court recently, seeking to have striking union printers and members of allied printing trades restrained from interfering with the business of the petitioners and their nonunion employes, stated that their losses since the beginning of the strike May 1, had been $7,500 a day. As there have been 109 working days since May 1, their aggregate losses at $7,500 a day, would be $817,500 up to the present time. Most of them, however, carry strike insurance.

The defendants named are the Allied Printing Council and its officers and the following unions and their officers: Typographical, Pressmen, Franklin Association, Book Binders, Bindery Women, Paper Rulers and Finishers and Gilders.

The petition asks that a temporary order be issued restraining the defendants from continuing the practices complained of in hindrance of the employers and their nonunion employes, and that they be required to appear and show cause why a temporary and permanent injunction should not be issued.

Charles J. Hertenstein, chairman of the Efficiency Board, resigned as president of the St. Louis Typographical Union No. 8 at a recent meeting of the union. He had held the office 13 years. The resignation was accepted and Percy Papoon, a proofreader in the composing room of the *Globe-Democrat* was elected president to succeed Hertenstein. The latter explained that his resignation was due to the fact that he was unable to devote all his time to the union's work. He said he would remain a member of the joint standing committee, which meets with the publishers on questions arising under the terms of labor contracts. Hertenstein has been a member of No. 8 for 25 years. He was elected president in 1908 and was reelected each succeeding year. Papoon has represented the Typographical Union as delegate in Central Trades and Labor Union since 1890.

A temporary restraining order, effective for twenty days, forbidding members of the unions of the Allied Printing Trades Council from picketing the plant of the Con. Curran Co., against which a strike was called May 1, was issued August 5 by the United States District Court. It was the third time the concern had asked the court to restrain picketing. Effort was made at the hearing to secure an injunction restraining picketing but the judge refused this plea but allowed a temporary restraining order on evidence brought that the Curran company was doing an interstate business and that the picketing interferred with the execution of it, but carrying further decision over the period of restraint.

Memoranda giving the Con. P. Curran and the Woodward-Tiernan Printing companies permission to file a petition for a rehearing of their case against the Allied Printing Trades Council was issued by Judge M. J. Wade in the United States District Court August 1. Recently Judge Wade refused to allow the petitions of the two companies for an injunction to restrain the six unions affiliated with the Allied Printing Trades Council from interfering with nonunion employes engaged by them since the printers' strike began May 1. The petitions were dismissed on the ground that the picketing activities of the unions were not directed against interstate commerce and therefore outside the jurisdiction of the Federal Court. The memoranda giving permission to file a petition for a rehearing of the case is based on a recent decision of the Supreme Court in a similar case.

Earl R. Britt, president of the Britt Printing Co., St. Louis, recently purchased a residence in Parkview, one of the fashionable residence districts in the western part of the city, and after making extensive improvements, will move in, within a few days.

CLEVELAND

Ohio newspaper and periodical publishers regret the death of J. S. Crowell, aged 71, former owner of the Crowell Publishing Co., of Springfield. He died in a Cincinnati hospital, after having acquired a national reputation as a journalist and publisher. He went to Cincinnati for treatment last April.

He was president of the Crowell concern from 1890 to 1906, when he sold his interests and retired from business. Starting with a capital of 5 cents, received in 1861 for holding a soldier's horse, he invested in newspapers and at the age of 15 secured a small position with a printing office at $2.50 a week. Within six months he was foreman of a large shop, and in August, 1877, he started out for himself, founding the firm of Crowell and Kirkpatrick, which established the *Farm and Fireside* magazine in Springfield. The young firm soon took over the *Home Companion*, of Cleveland, and changed the title to the *Woman's Home Companion*, which reached a circulation of nearly 1,000,000 copies monthly.

During his business career he was president of the trustees of the Western College for Women, at Oxford, O.; director of the Columbia Life Insurance Co., of Cincinnati; director of the Associated Charities, of Springfield, the Western Tool and Manufacturing Co., the First National Bank and several other Springfield business concerns.

The commercial job printers' strike in Cleveland offices is still on and neither side shows any indication of giving in. While two well known printing establishments last month conceded the demands of the striking printers, other concerns, about 100 in number, are still holding out against the 44-hour week demand. Printers operating machines in the daily newspapers are not relishing the strike assessment of 12½ per cent of their earnings weekly. About 800 printers are paying this assessment. Married printers on strike are receiving about $24 a week, while single men are paid approximately $18 weekly.

Ohio still leads in the I. T. U. as the state having most locals, according to the reports of international officers submitted to the Quebec convention. The number of typographical unions, exclusive of mailers, writers and German branches in Ohio is 55, while Illinois comes second with 51 and New York third with 48. Ohio has more locals than the whole of Canada or all the New England States combined. The total number of locals in the I. T. U., is 777 compositors, 47 mailers, 16 German-American branches, 7 newswriters and one of typefounders, making a grand total of 848.

Proctor & Collier Co., Cincinnati, O., is erecting a new plant at Reading and McMillan streets, that city. The building, architecturally, is a masterpiece and quite different from the type generally used for such purposes. The building contains the advertising and executive offices, plan and copy rooms and data library, a complete business research laboratory, an art studio and Graphic Arts gallery, consultation room and a complete printing plant and bindery.

He also served numerous commercial bodies and institutions in Springfield as officer and trustee. He was president of the Elwood Myers Manufacturing Co. at the time of his death. His son, Elwood Myers, founded the company.

What is believed to be the most modern newspaper plant in Ohio, outside of the large cities, is the new building of the Warren Tribune Publishing Co., Warren, O. The new home was occupied August 1. The structure is a block from the postoffice.

The Columbus Herold Printing Co. of Columbus, Ohio, has been incorporated for $15,000 by H. F. Geweke, L. Messerknecht, Otto Krauss, John Krauss and Henry Butler.

A canvas of the printing and allied trades of Cleveland shows that the Allied Printing Trades Council has listed 111 offices entitled to use the union label.

The Cleveland Commercial Advertising Co., with $50,000 capital, has been organized by Irwin N. Loeser and Kenneth Carter.

The Feth Linotype Co., of Columbus, has been incorporated with $10,000 capital by Elmer E. Feth and others.

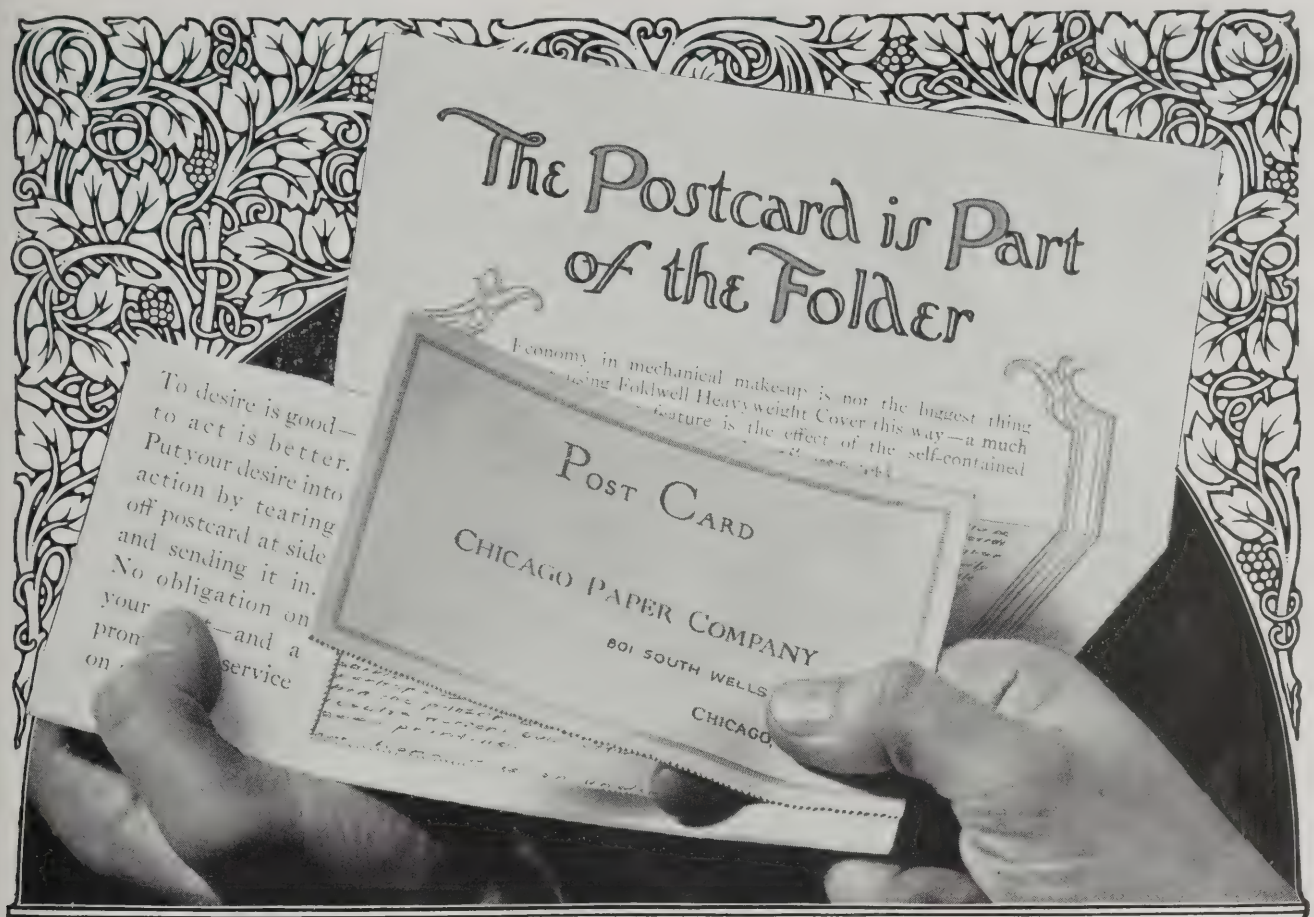
Perfect Register, Easily and Quickly Attained—Surely Retained!

The pressman working on plates mounted on the Warnock Diagonal Block and Register Hook System

goes about the production of process printing and other intricate and close register work with an air of confidence and freedom from worry which enables him to produce the work in excellent fashion and in profitable time.

Are you worrying along with a fifty per cent system? Reasons why the Warnock plate-mounting devices are superior to all others are given in a comprehensive book, "Foundation Blocks of Good Printing," sent free upon request to

THE PRINTING MACHINERY CO. 505 Fisher Bldg. CHICAGO — Main Office and Factory 412 East Sixth Street CINCINNATI, OHIO — 45 W. 34th St. NEW YORK



F O L D W E L L

Adaptability—

Exponents of fine printing who are turning their best efforts into advertising literature are choosing Foldwell Coated Paper for the extra advantages it offers.

If your product is properly illustrated, Foldwell will accentuate its beauty, its style, its strength or any other appeal by which you hope to sell your prospect. For Foldwell offers the advantage of perfect adaptability.

What other paper adapts itself so well to the productive type of mailing piece pictured above — or any other kind of direct advertising? And in what other paper will you find a surface that insures such exquisite printing—and a folding quality that so thoroughly protects its appearance? These are advantages that set Foldwell apart from all other coated papers.

You can tell better, perhaps, how impressive Foldwell will make your sales literature by experimenting with actual samples. Shall we send them?

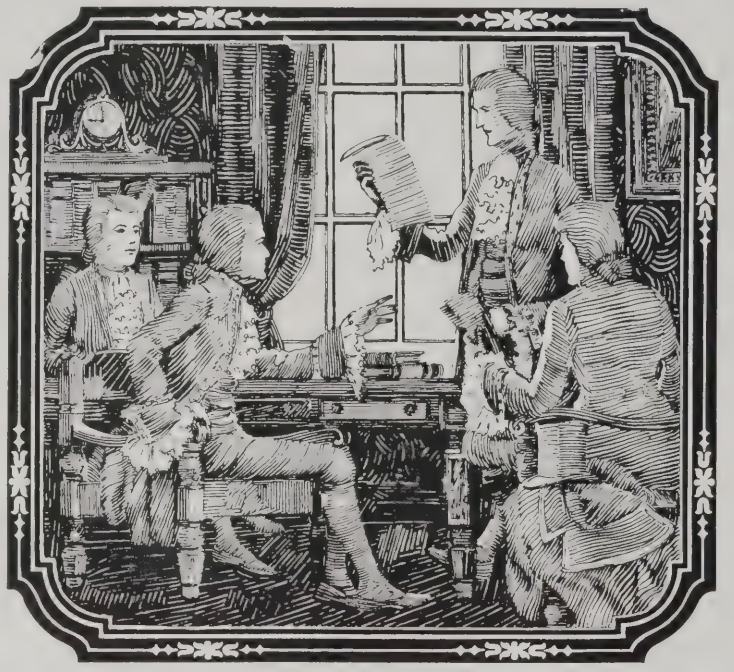
CHICAGO PAPER COMPANY, Manufacturers
Dept. A—810 South Wells Street, Chicago

Distributors in all Principal Cities

Foldwell TRADE MARK

Coated Book
Coated Cover
Coated Writing

32



LANCASTER BOND REFLECTS THE SPIRIT OF THE OLD CRAFTSMAN

IT is unusual in these days of quantity production to find a product that is so carefully and honestly made that it combines the high standards of the old craftsman with the economy in cost that is the result of the most modern manufacturing. Lancaster Bond has the Colonial spirit of sincere beauty; beauty that is the result of fine materials well handled by experienced paper makers, but is made by the most modern processes available and as a consequence can be used in quantity.

Lancaster Bond has a beauty of texture, color and formation our forefathers would have appreciated and beside these it has an adaptability to modern printing processes that make it unequalled for quality letterhead work.

Made by GILBERT PAPER COMPANY *Menasha, Wis.*

For Sale by

Australia — *B. J. Ball & Co. Ltd.*
Baltimore, Maryland — *Barton, Duer & Koch Paper Co.*
Boston, Massachusetts — *Carter, Rice & Company*
Chicago, Illinois — *Moser Paper Company*
Cincinnati, Ohio — *Chatfield & Woods Company*
Cleveland, Ohio — *Cleveland Paper Manufacturing Co.*
Denver, Colorado — *Carter, Rice & Carpenter Paper Co.*
Des Moines, Iowa — *Carpenter Paper Company*
Detroit, Michigan — *Beecher Peck & Lewis*
Indianapolis, Indiana — *C. P. Lesh Paper Co.*
Los Angeles, California — *Blake, Moffit & Towne*
Louisville, Kentucky — *The Rowland Company*
Madison, Wisconsin — *The Madison Paper Company*
Manila, P. I. — *J. P. Heilbronn Company*
Milwaukee, Wisconsin — *E. A. Bauer Company*
Minneapolis, Minnesota — *The Paper Supply Company*
New York City — *Parsons Trading*, Exp. Agents.
New York City — *Lasher & Lathrop, Inc.*
Newark, N. J. — *Lasher & Lathrop, Inc.*
New Orleans, Louisiana — *Julius Meyer & Sons, Inc.*
Philadelphia, Pennsylvania — *Garrett-Buchanan Co.*
Pittsburgh, Pennsylvania — *The Chatfield & Woods Co.*
Portland, Oregon — *Blake, McFall Company*
Pueblo, Colorado — *Colorado Paper Company*
Rochester, N. Y. — *R. M. Myers & Co.*
San Francisco, California — *Blake, Moffit & Towne*
Seattle, Washington — *American Paper Company*
Spokane, Washington — *Spokane Paper & Stationery Co.*
St. Paul, Minnesota — *Leslie Donahower Company*
Syracuse, N. Y. — *R. M. Myers & Co.*
Tacoma, Washington — *Tacoma Paper & Stationery Co.*

18 87 MW

VOL. XVIII BEN FRANKLIN MONTHLY, SEPTEMBER, 1921 No. 12

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Published monthly by Ben Franklin Publishing Company, 440 South Dearborn St., Chicago, Ill. $2.00 a year; 20 cents a copy.

Messinger Paper Company

Chicago, Illinois

Mill Representatives and Western Distributors for

L. L. Brown Paper Co.'s

FAMOUS No. 1 LINEN LEDGER PAPERS
GREYLOCK LEDGER PAPERS
CHECK FINE

Messinger Paper Company

CHICAGO DISTRIBUTORS FOR

Watermarked Munising Bond

WE ARE DISTRIBUTORS OF

CERTIFICATE BOND

A Bond That Will Print Halftones

Write for list, showing unusual assortments of all sizes, colors and weights on hand for immediate shipment.

SYSTEMS

SYSTEMS BOND

"The Loft-Dried Rag-Content Paper at the Reasonable Price"

The paper on which this number of "Systems" is printed is a sample of SYSTEMS BOND. By examining it you can see, what before you may have only read, that the quality of SYSTEMS BOND goes far beyond the classification suggested by its price. Although easy to buy, SYSTEMS BOND contains a generous percentage of rags, and is genuinely *loft-dried. It is an exceptional and economical paper for Letterheads, Envelopes, Direct Advertisements and Business Forms generally.*

190,000 Business Corporations Need Better Printing

Do not Know How to Use Printing to Go About Getting a Larger Volume of Business at a Profit, says BRUCE KIMBALL—*Bases his Figures on Returns Secured by Federal Trade Commission*

THERE are at least 190,000 business corporations in this country," says Bruce Kimball, "that are not making any money. Their failure to produce an adequate profit on their investments shows that they do not know how to advertise or sell their products or service.

"Out of 250,000 corporations reporting to the Federal Trade Commission, 100,000 showed no net income whatever; 90,000 earned less than $5,000 a year; and 60,000 only showed earnings over $5,000 a year.

"Probably, the most general reason for this failure of 190,000 business corporations to really make

DEALER LITERATURE

Manufacturers Looking for Printers Who Can Design Booklets, Folders and Enclosures for their Dealers

ADVERTISING departments of some of the largest manufacturing concerns in this country are today virtually looking for printers who have specialized in the preparation of "Dealer Literature."

What is wanted today is printed literature, booklets, circulars, store cards, and mailing cards, that will sell goods for retailers. Some manufacturers are getting out literature of this kind that the dealers buy of them. The dealers are willing to pay for it, if it will sell goods. In many other cases the dealers are paying a substantial portion of the cost of producing the literature.

A good example of successful dealer literature is to be found in the booklets, catalogs and house organs issued by the Eastman Kodak Company. A recent investigation disclosed the fact that some of the photographic dealers in New York and Boston were unable to keep on hand a supply of this literature. There was such a demand for it that several stores were all out and had written to Rochester for a second edition.

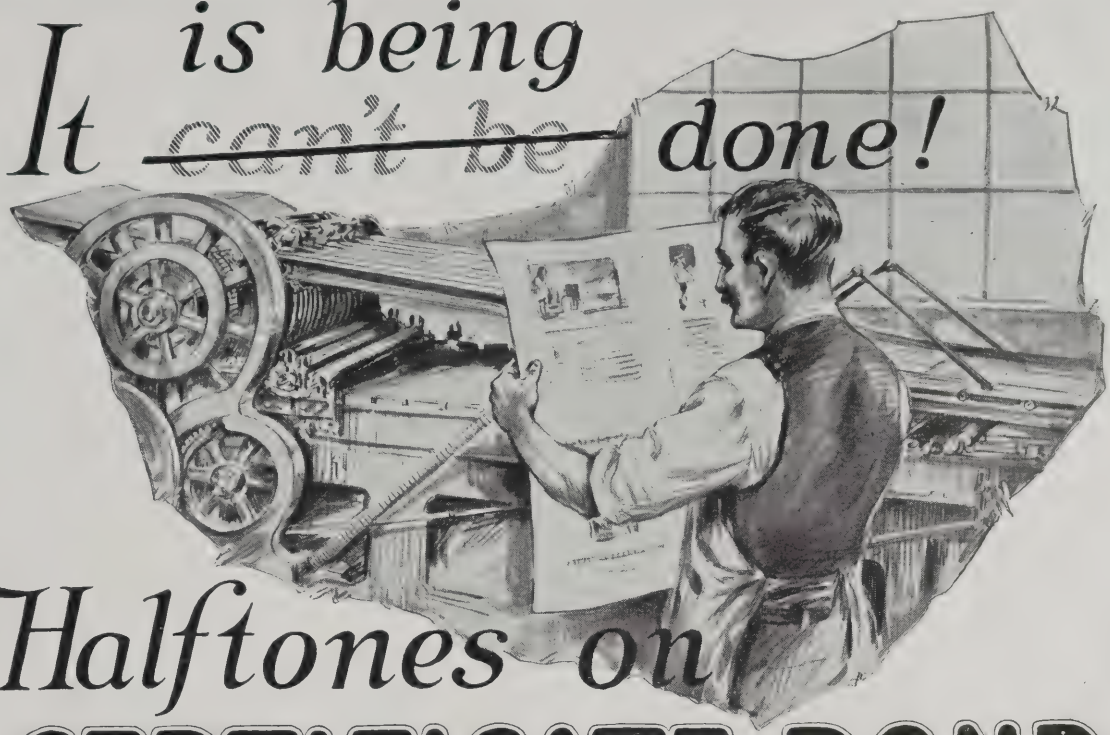
This is an important advantage for the printer to remember. If the dealer literature you create for your customer is good there will be such a demand for it from dealers that you will be asked to print a second edition.

Printers who feel handicapped by the lack of local art and engraving services will find food for thought in the current series of Locomobile newspaper advertisements, all constructed of typefounders' material that *any* printer can buy. Typography, too, is an Art —when the typographer knows his business.

Have you ever noticed how large a percentage of the advertisements in magazines and newspapers end with the suggestion that you "Write for Booklet" or other literature? Few advertisers live by "General" advertising alone. It pays best when backed by letters, folders, broadsides, booklets, catalogues. Don't let your customers forget it.

Above is a reproduction of the first text page in "Systems" for September. This number, with cover in four colors, will be mailed on request by Eastern Manufacturing Company, 501 Fifth Avenue, New York.

It ~~can't be~~ is being done!



Halftones on CERTIFICATE BOND

Join

THE CERTIFICATE BOND CLUB

It costs you nothing. The purpose of the Certificate Bond Club is to carry forward Direct-by-Mail Advertising to its legitimate goal.

ADVANTAGES OF MEMBERSHIP

1 Your name is referred to advertisers whom the mill interests in pictorial advertising on Certificate Bond.

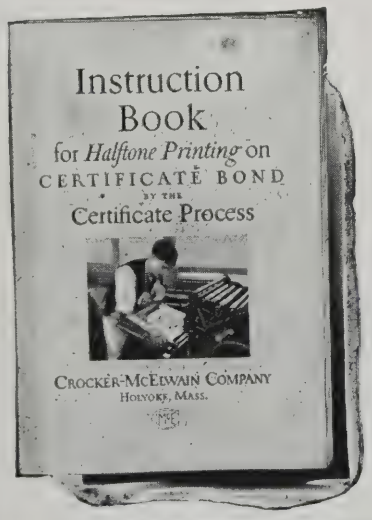
2 Your business increases thereby in a profitable direction.

3 Your employees regain their *love for the finer things* in the art of printing.

4 Your salesmen take on a kind of enthusiasm which puts them on a better paying basis, for themselves and for you.

5 You get in touch with the spirit and interest of modern Direct-by-Mail advertising.

MEMBERSHIP: Any conscientious employing printer who will handle inquiries for halftone printing on Certificate Bond. (The makeready is made perfectly plain to the pressman in the instruction book.)



We didn't expect to change habits formed by years of experience, over night. We knew that every printer would want to be shown how the Certificate Process would print Halftones on *Certificate Bond.*

Now the printers are showing us!

Some of the best specimens sent in come from printers who a few weeks ago said "It can't be done!"

Have *you* sent for your Makeready Packet?

CROCKER-McELWAIN COMPANY

607 Cabot Street, Holyoke, Mass.

Sign the Coupon

CROCKER-McELWAIN COMPANY,
607 Cabot Street, Holyoke, Massachusetts.

Please send, without cost to us, your Instruction Booklet, "Halftone Printing on Certificate Bond by the Certificate Process," and the packet containing sheets of Certificate Bond and 5½ x 8½ piece of Certificate Flex-o-Lay.

We wish to join the Certificate Bond Club, which we understand is without cost or obligation except to boost for direct-by-mail advertising.

As members of the Certificate Bond Club, we will gladly send you six specimens of each job done by the Certificate Process, to keep you in touch with the kind of work we are ready to produce. A *Certificate of Merit* is to be awarded us when the proofs we submit indicate proficiency.

Firm Name _____

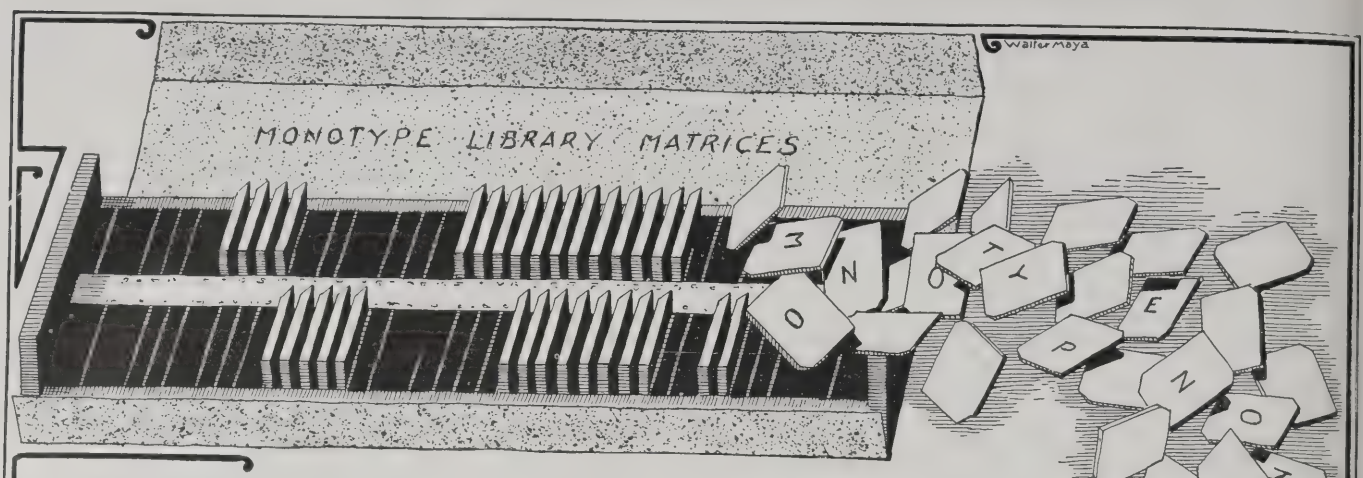
My Name _____ *Position* _____

Street _____

City _____ *State* _____

Our Press Equipment { _____ *Cylinder Presses, Hand Feed* _____ *Automatic Feed* _____
_____ *Platen Presses, Hand Feed* _____ *Automatic Feed* _____

Buy now and be ready for business when business comes.



Use the Monotype Matrix Library to *Can Your Idle Time*

THE Matrix Library gives the Monotype user access to over 2000 fonts of matrices.

In the summer season the good housewife cans fruits and vegetables for the winter months.

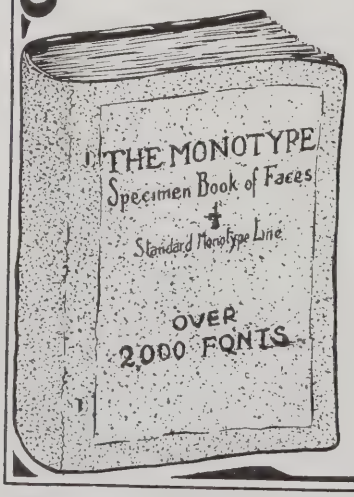
During the dull period wise Monotype owners *rent* Library Matrices and store away—in the form of type—the idle time of their operators.

When the buyer of printing wants a special face, show him the Monotype Specimen Book (which is *your* Specimen book) and let him choose from over 2000 fonts.

It costs only $2.50 per month to rent a font of Monotype matrices.

If this font is purchased during the rental period the rental charge is deducted from purchase price.

The same great Factory and Service Organization stands behind the *Matrix Library* that stands behind the *Monotype*.



Write for Book of Order Blanks

Over 2000 Fonts of Monotype Faces at your service

LANSTON MONOTYPE MACHINE COMPANY
PHILADELPHIA

NEW YORK CHICAGO BOSTON TORONTO BIRMINGHAM

Monotype Company of California, San Francisco

330

Set in Monotype No. 337 Series

The Fourth Annual International

Convention and Exposition

of the

DIRECT MAIL ADVERTISING ASSOCIATION

Springfield, Mass., October 25, 26, 27, 1921

What it will do for you

THIS convention will bring together the users and the creators of an important element of sales promotion—Direct Advertising. The program promises "brass tack" fact discussions, dealing with the merchandising problems confronting the manufacturers and merchants today—every phase of direct advertising, house organs and better letters will be covered.

It will be an education, the "open sesame" to knowledge it would take years to acquire otherwise. It will afford opportunities for meeting with the leading minds in the advertising field, for the interchange and comparison of knowledge and ideas.

Come and gain, not merely theories and conjectures, but real, honest-to-goodness facts from actual experience of others who have used direct advertising and are using it with profitable results.

Educational exhibits by the leading printers, paper-makers, direct-mail specialists and allied industries. For full information, write the Springfield Publicity Club, Box 1061, Springfield, Mass.

This space donated by

BYRON WESTON COMPANY

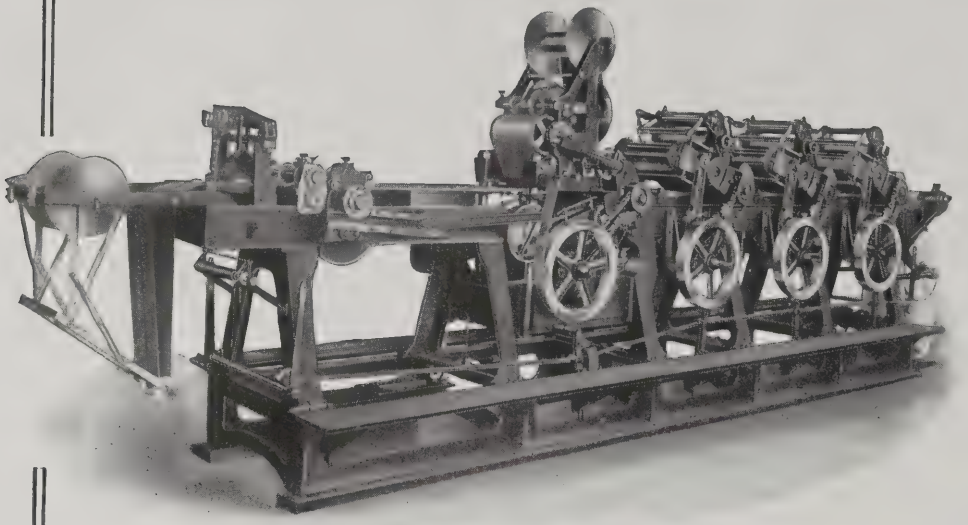
Makers of

Linen Ledger, Defiance Bond and Patented Loose-Leaf Ledger Papers

DALTON, MASS., U. S. A.

MULTI-
NEW ERA PRESS
PROCESS

FASTEST FLAT-BED PRESS ON THE MARKET—7,500 Impressions Per Hour

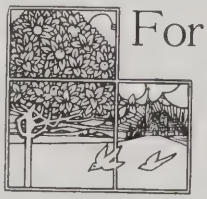


Illustrates press assembled to print three colors on the face and one on the back of the stock and slitters, punch head and rewind

THE New Era is a roll-fed, high-speed, flat-bed and platen press built in sections. Assembled as desired to print one or more colors on one or both sides of the paper, cloth or cardboard; also slit, punch, perforate, cut, score, reinforce and eyelet tags, fold, etc., all in one passage through the press. Delivers product slit and cut into sheets or rewound as desired.

Just the machine for fine color work and specialties requiring accurate registry. Ask for literature and send us today sample of your multi-color or difficult operation work, and let us show you how economically they can be produced.

THE NEW ERA MANUFACTURING COMPANY, Inc.
390 Straight Street, PATERSON, NEW JERSEY



For almost 50 years the name HAMILTON on Printers' Furniture, Wood Type, etc., has been a guaranty of the *best* both in design and workmanship. Fifty years continually "at it" has taught us the "know how" which could be acquired in no other way, and our large output (we manufacture better than ninety percent of all such goods sold in the U. S.) insures a production at a cost which makes our sales price always reasonable, quality considered. *We know how! Ask any printer.*

The Hamilton Manufacturing Company
Eastern House: Rahway, N. J. Two Rivers, Wisconsin

FOR SALE BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

May Ben Franklin Chicago Paper Directory and Price List Now Out. Have you yours?

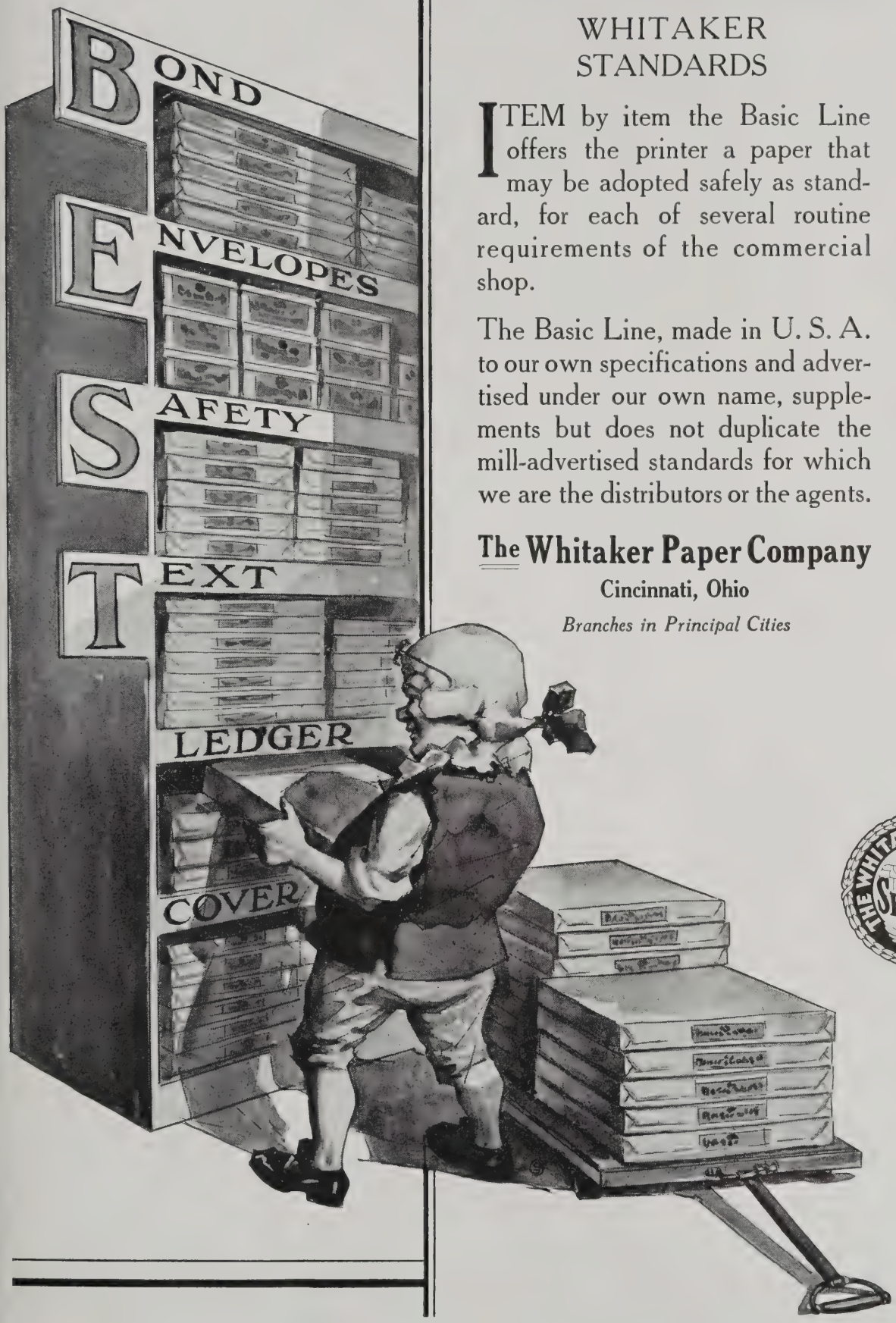
THE BASIC LINE

WHITAKER STANDARDS

ITEM by item the Basic Line offers the printer a paper that may be adopted safely as standard, for each of several routine requirements of the commercial shop.

The Basic Line, made in U. S. A. to our own specifications and advertised under our own name, supplements but does not duplicate the mill-advertised standards for which we are the distributors or the agents.

The Whitaker Paper Company
Cincinnati, Ohio
Branches in Principal Cities



THE WHITAKER PAPER CO. SERVICE

Printing Products Corporation

Successor to the Good Will, Printing Equipment and Organization of

ROGERS & HALL COMPANY

You Have a

Standing Invitation to

Call and Inspect Our Plant

and

Up-to-date Facilities

You will find upon investigation that we appreciate catalogue and publication requirements and that our service meets all demands

One of the largest and most completely equipped printing plants in the United States.

Day and Night Service

The best quality work handled by daylight

Printing and Advertising Advisers and

The Co-operative and Clearing House

for Catalogues and Publications

We assist in securing catalogue compilers, advertising men, editors, or proper agency service, and render any other assistance we can toward the promotion, preparation and printing of catalogues and publications. Our interest in the success of every legitimate business and publication prompts us to offer our assistance in every direction that appears practical and possible, and we invite suggestions, with a view of making our service most valuable.

CATALOGUE and PUBLICATION

PRINTERS

ARTISTS—ENGRAVERS—ELECTROTYPERS

Make a Printing Connection with a Specialist and a Large and Reliable Printing House

OUR SPECIALTIES

(1) Catalogues
(2) Booklets
(3) Trade Papers
(4) Magazines
(5) House Organs
(6) Price Lists
(7) Also Such Printing as Proceedings, Directories, Histories, Books and the like.

Our Complete Printing Equipment, all or any part of which is at your command, embraces:

TYPESETTING
(Linotype, Monotype and Hand)
PRESSWORK
(The usual, also Color and Rotary)
Binding
(The usual, also Machine Gathering, Covering and Wireless Binding)
MAILING
ELECTROTYPING
ENGRAVING
DESIGNING
ART WORK

If you want advertising service, planning, illustrating, copy writing and assistance or information of any sort in regard to your advertising and printing, we will be glad to assist or advise you. If desired, we mail your printed matter direct from Chicago—the central distributing point.

Proper Quality

Because of up-to-date equipment and best workmen.

Quick Delivery

Because of automatic machinery and day and night service.

Right Price

Because of superior facilities and efficient management.

Our large and growing business is because of satisfied customers, because of repeat orders.

We are always pleased to give the names of a dozen or more of our customers to persons or firms contemplating placing printing orders with us.

Don't you owe it to yourself to find out what we can do for you?

Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

Let us estimate on your Catalogues and Publications.

(We are strong on our specialties
Particularly the Larger Orders)

USE NEW TYPE

For CATALOGUES and ADVERTISEMENTS

We have a large battery of type casting machines and with our system—having our own type foundry—we use the type once only, unless ordered held by customers for future editions. We have all standard faces and special type faces will be furnished if desired.

Clean Linotype and Monotype Faces

We have a large number of Linotype and Monotype machines and they are in the hands of expert operators. We have the standard faces and special type faces will be furnished if desired.

Good Presswork

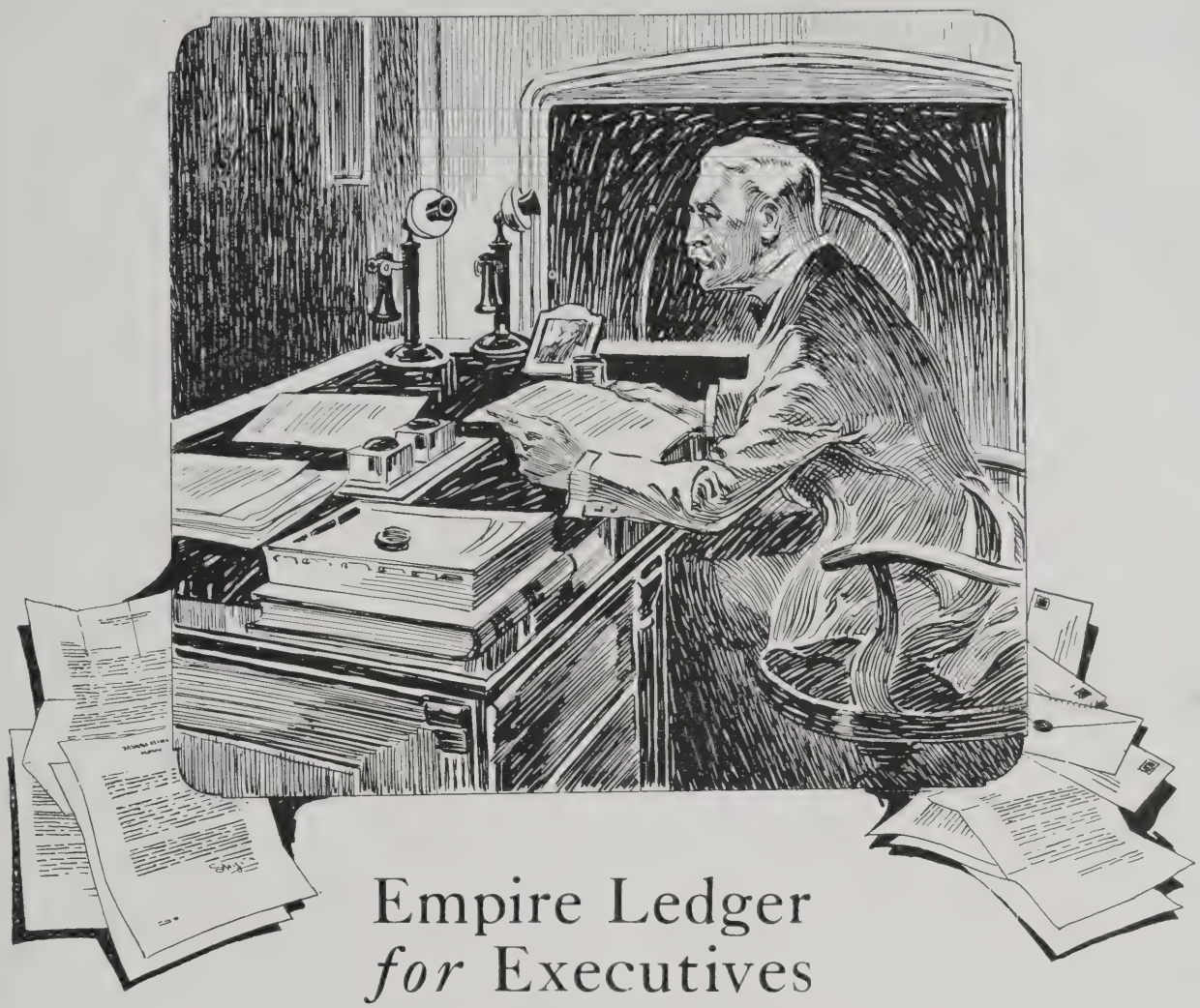
We have a large number of up-to-date presses—the usual, also color presses and rotaries—and our pressmen and feeders are the best.

Binding and Mailing Service

We have up-to-date gathering, stitching and covering machines; also do wireless binding. The facilities of our bindery and mailing departments are so large that we deliver to the post office or customers as fast as the presses print.

Polk and La Salle Streets, Chicago, Ill.

TELEPHONE WABASH 3381—LOCAL AND LONG DISTANCE



Empire Ledger *for* Executives

THE personal stationery of the executives of our big and little industries—the presidents, vice-presidents, whom we read about in the daily press—do you get their personal printing?

Their distinctive letterheads, inter-office memorandums and personal stationery of various kinds will show up splendidly on the clean, bright, snappy surface of Empire Ledger.

A sample portfolio of suggestions will bring big returns
Ask the Empireman---Harrison 1395

EMPIRE PAPER CO.
725 S. Wells St. Chicago Illinois

EMPIRE
EPC
LEDGER

W.P. Co.

High Grade
Coated Book
and
Coated
Lithograph
Paper

WATERVLIET PAPER CO.
MANUFACTURERS
COATED AND BOOK PAPERS
WATERVLIET,— MICHIGAN.

A Five Cylinder Plant and Each Automatically Fed

The above cut shows the Cross and Dexter automatic fed five cylinders that are in operation in the National Publishing Co. of Washington, D.C.

"We are more than satisfied and thank you for persuading us to install them."
NATIONAL PUBLISHING CO.

This quotation from a recent letter is worthy of attention by those printers who are still hand feeding their cylinders.

The first two feeders under test showed such savings in time and labor that the three other hand fed cylinders were each equipped with automatic feeders.

We are especially interested in installing your first automatic—the money and time saving economies of this feeder in your plant and on your work will determine best whether every press in your plant also needs a feeder.

DEXTER FOLDER COMPANY, 28 West 23rd St., New York

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire-Stitching Machines

CHICAGO PHILADELPHIA BOSTON DALLAS ATLANTA SAN FRANCISCO CLEVELAND

Our Sincere Thanks

ARE extended to the following firms and individuals who, during the Chicago Graphic Arts Exposition at the Chicago Coliseum, July 23 to 30, made possible the production of the August Graphic Arts Exposition Number of BEN FRANKLIN MONTHLY at the Exposition. Their courtesy at all times, their willingness to co-operate and to do everything in their power to aid us, and the splendid quality of the work turned out under great difficulties, will place BEN FRANKLIN MONTHLY forever in their debt:

American Assembling Machine Company, New York and Chicago.
American Typefounders Company, Chicago.
American Writing Paper Company, Chicago and Holyoke, Mass.
C. F. Anderson & Company, Chicago.
Babcock Printing Press & Mfg. Company, Chicago and New London, Conn.
Barrett-Cravens Company, Chicago.
Beckett Paper Company, Hamilton, Ohio.
Brackett Stripping Machine Company, Topeka, Kansas.
Charles H. Collins, Chicago.
Cowan Truck Company, Chicago.
Cleveland Folding Machine Company, Cleveland and Chicago.
Dexter Folder Company, Chicago and New York.
Franklin Coated Paper Company, Franklin, Ohio.
A. W. Hall & Company, Chicago.
Hillison & Etten Company, Chicago.
Charles Eneu Johnson & Company, Chicago and Philadelphia.
A. F. Lewis & Company, Chicago.
McCain Bros. Mfg. Company, Chicago.
Miehle Printing Press & Mfg. Company, Chicago.
National Association of Ink Makers.
Premier & Potter Printing Press Company, New York and Chicago.
Rex Paper Company, Kalamazoo, Mich.
Seybold Machine Company, Dayton, Ohio.
T. W. & C. B. Sheridan Company, Chicago and New York.
George R. Swart, New York.

Ben Franklin Publishing Company

Publisher BEN FRANKLIN MONTHLY

Ben Franklin Chicago Paper Directory and Price List

The Great Masterpieces

of olden times had their inception and conclusion in the privacy of the studio. Painted for the few whose purse and taste enabled their acquisition, they were generally removed to the seclusion of some Chateau where their beauty and wonderful craftsmanship were lost to the people.

Today, thanks to the arts of Photography and Engraving, pictures are the possession of no man, but a source of pleasure and enlightenment to all. Art has come as a herald, a beautifier of the printed page, a messenger to all that commerce has to offer.

At Number 226 West Madison Street, Chicago, there is an organization where Painting, Photography and Engraving work together under one roof. Under these conditions, co-operation and mutual understanding are obvious, resulting, plus exceptional individual talent, in a more than exceptional product.

BARNES-CROSBY COMPANY, Chicago

E. W. Houser, President

Advertising Art Studios ∴ ∴ *Photo Engraving Shops*

226-232 West Madison Street Telephone Main 2486

THE AULT & WIBORG CO.

MAIN OFFICES AND FACTORIES CINCINNATI HOUSES IN ALL LARGE CITIES

PRINTING AND LITHOGRAPHIC
Quality INKS

Yes, it's a new sheet.

But it's made by an old house.

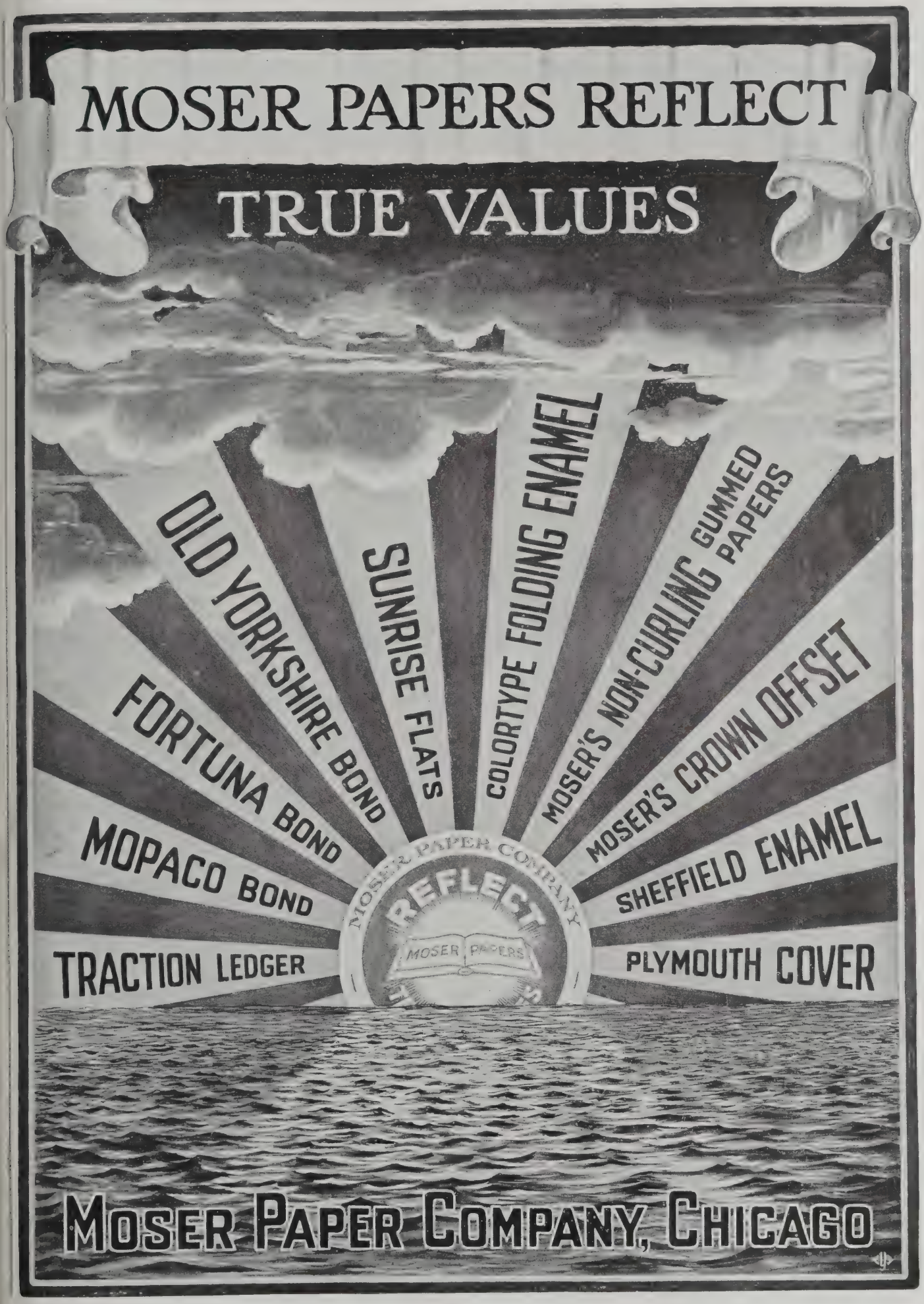
FRANKFOLD ENAMEL

fills the need for an enamel book paper of better-than-standard quality at a more-than-reasonable price.

Write for sample sheets and prices

THE FRANKLIN COATED PAPER COMPANY
FRANKLIN, OHIO

Manufacturers of High-Grade Coated Papers and anything in Enamel Book or Lithographic Papers


MOSER PAPERS REFLECT
TRUE VALUES
OLD YORKSHIRE BOND
SUNRISE FLATS
COLORTYPE FOLDING ENAMEL
MOSER'S NON-CURLING GUMMED PAPERS
FORTUNA BOND
MOSER'S CROWN OFFSET
MOPACO BOND
SHEFFIELD ENAMEL
TRACTION LEDGER
PLYMOUTH COVER
MOSER PAPER COMPANY
REFLECT
MOSER PAPERS
MOSER PAPER COMPANY, CHICAGO

OUR CHICAGO INK FACTORY

Our Chicago, Western and Southern business has developed to such proportions that our Chicago office, 718 S. Clark Street has now become a manufacturing plant second only to our great factory in New York. We are now making Printing, Lithographic and Offset Inks in Chicago to insure prompt deliveries.

Write, wire, phone or call on "The Old Reliable."

Sinclair & Valentine Co.

CHICAGO: 718 South Clark Street

BOSTON.....516 Atlantic Ave.
PHILADELPHIA.....1106 Vine St.
BALTIMORE...312 N. Holliday St.
NEW YORK...605-611 W. 129th St.
CLEVELAND...321 Frankfort Ave.
NEW ORLEANS....315 Gravier St.
TORONTO...233 Richmond St., W.
MONTREAL.....46 Alexander Ave.
WINNIPEG.....173 McDermott Ave.
ALBANY, BUFFALO and other cities

FACTORIES: NEW YORK, NEW JERSEY, CANADA

Printing Without Errors

WHAT an aggravation it is to get your printing and find an error in composition! It glares at you as if it were the most conspicuous thing about it. There isn't much satisfaction in having the work done over again, because irritation is sure to be felt by everyone concerned.

We exercise special care to avoid errors, knowing they mean loss—not merely on spoiled work, but of the friendly spirit we desire our customers to entertain toward us. We want your good will as an important asset.

Our Exceptional Facilities Await You

PETERSON LINOTYPING COMPANY

523-529 Plymouth Court, Chicago

Telephone Harrison 6280—Private Exchange to all Departments

P. S. It is not hard times a'comin'—but soft times a'goin'.

Creating Impressions

He steps into the waiting car and without knowing you realize he is somebody — his very personality creates the impression — an impression that bespeaks quality.

And so with the letter. The attitude with which the recipient reads it depends almost wholly on the paper upon which it is written.

That is why Lakeside Bond is acknowledged the superior writing paper. That is why a job on Lakeside Bond is a job of permanent satisfaction — because it creates the right impression.

Its clear white color — its unusual strength — its smooth even writing surface — its wide range of sizes, weights and colors — its low price are all reasons why you should standardize your printing on Lakeside Bond. Let us send samples for your inspection.

Bradner Smith & Co.

If it is paper — Bradner Smith has it

175 West Monroe Street Chicago, Illinois

LAKESIDE BOND

Buy now and be ready for business when business comes.

Waste Paper

Always on the Job

During the railroad strike, last year, most firms were scratching their heads on how to make shipments. We, too, were up against it to fulfill our contracts in making deliveries to mills.

Had we been a small organization, we would have suffered, but with our fleet of motor trucks we were able to scour the outlying yards around Chicago for empty freight cars. And when located we made trip after trip to fill them. Thus we kept a steady stream of cars going to the mills, while others marked time.

Which explains why we can serve you uninterruptedly the year 'round.

Call Harrison 2840 or 5557
Motor Truck Service

MENDELSON
Bros. Paper Stock Company

General Offices:
910 S. Michigan Avenue
CHICAGO

COPYRIGHT 1921
M. B. P. S. CO.

HIGH GRADE PAPERS

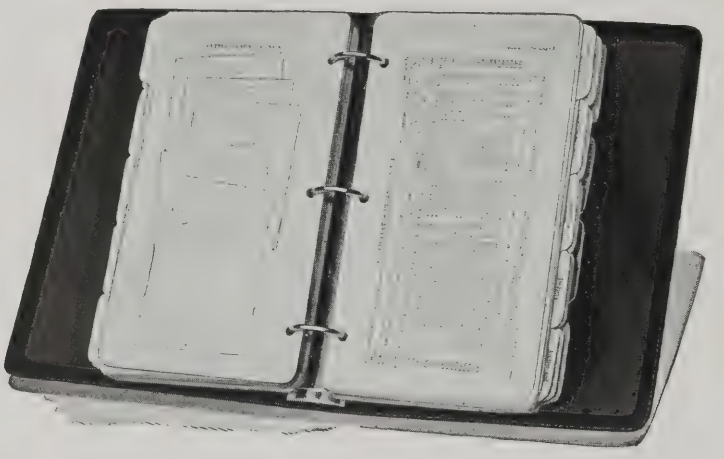
THE BERKSHIRE CO.

445 PLYMOUTH COURT
CHICAGO

TELEPHONE WABASH 882

P. S. It is not hard times a'comin'—but soft times a'goin'.

If Proof Were Needed



BASED on the detailed production records of thousands of plants gathered by the *printers' own association*, the Typothetae Standard Guide is the most accurate, most authoritative work of its kind that human effort and ingenuity can devise. Every page represents years of research work at U. T. A. headquarters—the *only* place in the wide world where data is available in sufficient volume to permit the compilation of a genuinely *standard* guide.

If proof were needed of its value to the printing fraternity, hundreds of testimonials from the U. T. A. files might well be offered. For example:

> "The big point with us, and we believe with the trade in general, is that the Standard Guide has done more to elevate our business in the time it has been out, than anything that has happened in the printing industry since the time of Ben Franklin."
>
> *Koch Bros., Inc., Des Moines, Iowa.*

D. M. A. A.

The Direct Mail Advertising Association will hold its 1921 International Convention and Exposition at Springfield, Massachusetts, October 25 to 28.

As a printer you are interested in creating or printing direct mail advertising. Lay your plans to go—***now.***

Use the Standard Guide! It gives you the advantage of pricing your product and making your estimates on the basis of accurate knowledge. Any printer may have it—every printer will profit through its use.

The Standard Guide will be furnished to any printer at the nominal cost of - - - **$20**

Semi-monthly Revision Service, which keeps the Standard Guide *always* up-to-date, is furnished at $10 a year—$30 in all for the first year, and each year thereafter, only **$10**

United Typothetae of America

608 S. Dearborn St. Chicago, Illinois

EMPIRE BOND

A Carew "Quality Product"

Stocked and Distributed
in the Chicago market
exclusively by

The Graham Paper Company

1136-1138 South Wabash Avenue

Chicago

"Butler Paper is Better Paper"

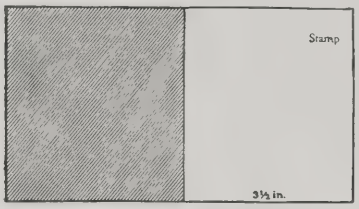
SUGGESTIONS

Helpful Information Concerning Direct Mail Literature

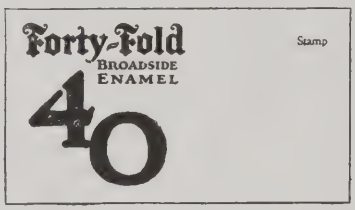
Post-Office Regulation as to Space on Outside

A VERY important phase of direct mail matter is that of leaving the right space on the outside, or address side, of a piece of third-class mail.

The post-office will not any longer allow an "all-over design." There must be an addressing space 3½ inches wide



on the entire right-hand side of the mailing piece. (See the diagram.) The necessity for this is readily apparent when you recognize that space must be left at the right-hand corner for the postage stamp and legible post-marking, and in the lower right-hand corner for name and address, with particulars as to forwarding, etc. The address side of this very broadside (as reproduced in miniature below) shows that compliance with the post-office ruling need not interfere with attractiveness. Of course, if your circular when folded down is only 7 x 4 in size, this doesn't give you very much room for display.



The spirit of the ruling, however, is commendable, being intended to avoid mistakes and delays.

When to Use a Permit

The permit should not be used indiscriminately. In the case of the house organ a permit is O. K. Reaching the man month after month, a bond between the sender and the receiver has been established, and he doesn't mind the "deadness" of the permit.

When endeavoring to interest a man in a new proposition, or to get him to act quickly on his own initiative, a permit should never be used.

The Attached and Detached Postcard

There is no doubt that the attached postcard (forming part of the circular or folder) has a stronger appeal to action than the separate postcard, either put in loose or even attached by seal or clip. The appeal to action is stronger if the postcard has been carefully perforated so that it tears out easily.

When the paper stock used is too light for a postcard, a separate card must be attached, but in the case of a mailing folder or broadside, which can be of heavy enough stock, be sure to take advantage of the psychology of the self-contained return card.

Direct Statement or Curiosity Appeal—Which?

Here is a very good formula which a person can use when in doubt as to what to put on the outside of a mailing folder: If you have a product absolutely different from anything else on the market, go ahead and say so on the outside of your mailing piece. But should you be attempting to market something which has a tremendous amount of competition — something which is in nearly every respect similar to that of nineteen or twenty competitors—then bring in the curiosity appeal, so as to get people to open up your circular and then read its important message.

Go to the Man at the Top and Work Down

All too often a first-class direct mail appeal is wasted, because of its having been sent to the wrong person. It is assumed that the Purchasing Agent,—the Master Mechanic,—the Office Manager or the Superintendent is the person really interested, and so the mailing piece goes to him. Now, he may be prejudiced in favor of a competitive article, and it's an awful job to try to switch him.

Next time you have anything that runs up into any kind of money, address the President, or the Secretary, or the Treasurer, as the occasion may be. The chances are more in your favor, because he will refer the piece to the department official, and see that it is brought to his attention.

You will then get a very much more open field, and your chances of selling will have materially increased.

Unless Your List is Good, Your Effort Will Be Wasted

Your first thought should be on your mailing list. It is the key to the success of your whole campaign. Yet how often we find a maximum of attention to the details of the plan, coupled with the greatest care in its execution, only to be followed by the most indiscriminate (and consequently wasteful) mailing. Of course, if your analysis has been thorough, the list is bound to be of the best—because part of a correct analyzing plan will have been the discovery of the men and the various types of men to whom your appeal should go.

Fill-in or Attractive Headline—Which Is Better?

With representative direct mail houses charging $7.50 per thousand for the filling-in of letters, it becomes a question of grave concern whether such fill-in pays or whether an effective substitute may be used.

Here again we have the question of what you have to offer. Supposing your proposition can be succinctly stated—suppose it is of such great value to a dealer, for instance, that if he could get it in a sentence, it would have his unwavering attention, then by all means put it in a headline.

The Advantage of Pen Signing

There is nothing to equal the pen signature, and the beauty of it is that it costs no more than the mechanically produced facsimile. And while it is, of course, possible to make wonderful imitations of handwritten signatures, frequently the results are far from satisfactory. Obviously, you don't sign these letters yourself. You turn this work over to the concern making the pen-signing operation a part of their regular business.

Pre-canceled Stamps permit Use of Clips

The post-office department deprecates the use of clips because so many become detached while going through the canceling machine. If you use pre-canceled stamps, you not only have the advantage of being able to close your mailing piece, and keep your card in place with a single clip but you help the post-office expedite the distribution of the mail.

Get Full Worth of Your Postage Stamps

Every letter you send out has to bear a two-cent stamp. For this you have the privilege of a total mailing of one ounce. Do you avail yourself of this privilege to the full? See to it that you have a number of suitable enclosures all carefully estimated, to accompany your one sheet or two sheet letters, and thus get full value from your postage. Naturally, you will use good judgment regarding copy, size, color scheme and display.

Make Your Message More Effective by Making it Most Attractive

When your prospect receives your mailing piece, what is his first impression? On this frequently hangs the fate of your message. It is vitally important that the type stand out invitingly, that the illustrations look interesting and clear, that the surface is not broken at the folds. In a word, you should choose such a paper as Forty-Fold Broadside Enamel—a Butler standard—to carry your message. It will serve you well.

Copyright, 1921, Butler Paper Corporations.

Butler Paper Is Better Paper

Established 1844

Idle Time calls for *Investigation*
Turn it into *Profits*

The PRODUCTION METER is an electrically-operated device. In the large plants having same installed, it is placed in the superintendent's office or in the cost department. The Meter is constantly accessible to the general manager in the control of production in the press room.

It automatically produces a complete, reliable and permanent daily graphic record of the correct and actual time a press or a number of presses—in a printing plant—are in productive operation, showing the intervals of *idle time* from some cause, which can immediately be investigated and prevented from occurring again.

The PRODUCTION TIME is automatically totaled for each press, and the electrical *set-back counters* count each impression on each press. You will secure valuable assistance in obtaining accurate count, which alone is worth considerable to you.

The above Production Meter with 44 counters (in cabinet) is connected to 44 Miehle Presses

PRODUCTION METERS WITH COUNTERS CAN BE HAD FOR TEN, TWENTY AND THIRTY PRESSES

ADVERTISE YOUR BUSINESS WITH UP-TO-DATE EQUIPMENT FOR EFFICIENCY

Write us for Full Information

PRODUCTION METER SERVICE CORPORATION, 646-48 E. 47th St., Chicago

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for Printers and Binders

We carry a large stock of new and rebuilt machinery

Cylinder Presses
Paper Cutters
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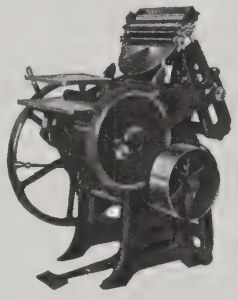
Folders and Stitchers
Punches, Perforators
Proof Presses
Patent Blocks
Cutters and Creasers
Automatic Presses
Ink Vibrators
Table Shears
Bundling Presses
Embossers
Special Machinery
Hamilton Wood & Steel Goods
Outfits



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Wanner Machinery Co.
714-716 So. Dearborn Street
CHICAGO

Phone Harrison 6889

PECO

PERFECT PRINTING PLATES

HALFTONES
ZINC ETCHINGS
COLOR PLATES

Personal Service Idea

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LAW PRINTERS
172 NORTH LA SALLE STREET

Law Printers for the Newspaper and small local printer whose capacity prevents him from taking a rush

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Day and Night Work
Phone Us, Franklin 562

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CHICAGO

Private Exchange All Departments—Wabash 2630

We're After You

When you once get plates from us we expect to keep right on serving you for the very best of reasons, you'll get what you want and won't lose any time.

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Phone Harrison 6062

Good Electrotypes

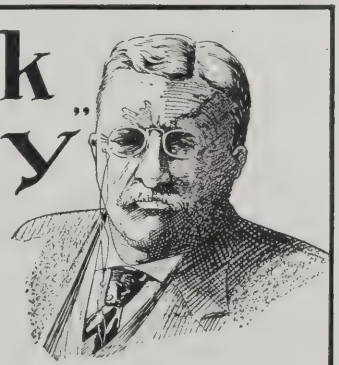
Dinse, Page & Company

ELECTROTYPERS

725 South La Salle Street, Chicago

Phone Harrison 7185

"Speak Softly"



said Roosevelt, "and carry a Big Stick." Good stuff! Put all the Big Punch you can in your advertising message---make it as forceful as the English language permits---and then add to the power of the burning words by printing them on a quiet, soft-speaking stock like

KING DEPENDABLE OFFSET

Recommend it to your clients and customers.

Stock, trimmed four sides and packed in cases, is carried at the mill as follows:

WHITE
25x38— 50, 60, 70, 80, 100, 120
28x42— 74, 86, 99, 124, 149
32x44— 89, 104, 119, 148, 178
38x50—100, 120, 160, 200, 240

KING PAPER COMPANY
Kalamazoo Michigan

We are determined!!!

We are determined that this month shall see a resumption of demand. We are going to do our part.

We are going to talk "printing" to every person who will listen to us, and we are going to sell him or know the reason why. We are going to prove to him that his business needs advertising and that it needs printing of every form. We are going to show him that printing will increase *his* business. That's how determined we are.

And it's going to bring results!

Why not? Vacation time is over. We all feel like digging in like the very devil.

We're sure you feel the same way and are going to do the same thing.

Between the two of us we will rout Old Man Inertia and his aide-de-camp, Depression.

Let's go!!

TRADE COMPOSITION ASSOCIATION OF CHICAGO

Here's a list of the firms who are going to help:

American Typesetting Corporation.....123 W. Harrison St.
A-to-Z Typesetters.....117 N. Wells St.
A. R. Buckingham.....15 So. Market St.
Champlin Law Printing Co......172 W. Washington St.
Chicago Typesetting Co.....727 So. Dearborn St.
Craftsmen Typesetters..701-703 So. LaSalle St.
Empire Typesetting Co......730 N. Franklin St.
Englewood Typesetting Co......540 W. 63rd St.
Jager, George C......422 S. Dearborn St.
Kerr-Simons Typesetting Co....732 Sherman St.
Kilgore Linotyping Co......326 W. Madison St.
M. & L. Typesetting Co......4001 E. Ravenswood Ave.
Mathews Typesetting Co......626 Federal St.
Moeller Typesetting Co.. .162 W. Austin Ave.
Quality Typo Co......542 So. Dearborn St.
S-K-H Typesetting Co......149 W. Ohio St.
Smith-McCarthy Typesetting Co......508 So. Dearborn St.
Standard Typesetting Co......701 So. LaSalle St.
Superior Typesetting Co......732 Federal St.
Trade-Shop, Typesetters.....218 So. Clark St.
Walden Typesetting Co.....720 So. Dearborn St.
Woodlawn Typesetting Co......1221 E. 63rd St.

They're members of the Trade Composition Association of Chicago, a branch of the Franklin-Typothetae—Guarantee enough!

Paper

Prices with the Real "Bottom" in them

The printer, publisher, or paper buyer who buys one pound of paper without consulting "B. P. H." Lists first is penalizing his customer and cheating himself.

This much is certain! Gather all the prices of every mill or paper house in the country. Spend hours and days at it if you like, then get Bargain's nearest office on the telephone — make comparisons — and what they quote you is absolutely *net.*

Wise printers, however, reverse that troublesome procedure. They've quit shopping for prices. They get "B. P. H." quotations first, feeling confident that others must be higher.

Satisfy yourself and your customer by buying at net! Keep posted---Get our semi-monthly list of "Seconds" and monthly list of "Jobs and Perfects"

Bargain Paper House, Inc.

L. T. DWYER, President

423 W. Ontario Street **CHICAGO** **Phone Superior 9113**

50 Expert Salesmen—4 Branch Offices—7 Floors—115,000 Square Feet

The Leadership of Rex

The Rex Line of Coated and Offset Papers are the acknowledged leaders in their grades. Their quality is uniform; a certain grade of Rex paper made a year from now will have the same high quality, finish and texture as a sheet of that grade made today.

Rex papers eliminate press-room troubles. The ink "takes" well to the sheet; it does not run or smear. The very finest quality of offset and color printing are assured on these papers.

Rex papers are not expensive. Grade for grade, they are at least as low priced as any other papers now on the market.

It will pay you well to become acquainted with the Rex line.

Send today for samples of the Rex Line of Coated and Offset Papers, together with the name of the nearest dealer

Rex Paper Company KALAMAZOO MICHIGAN

WANT ADV'S

Advertisements inserted under this heading at 25 cents per line. Minimum charge $1.00 for each insertion. Advertisements sent to appear under this heading should be accompanied by cash

FOR SALE—50X74 TWO-REVOLUTION Cottrell new series style, front fly and carrier delivery; 39x53 Miehle, 29x41 Miehle, 25x30 Miehle, 29x41 Scott; 29x41, 23x30, 23x28, 20x25 Campbells; 25x32 Potter self-inking proof press; 18x26 Wesel self-inking proof press; 25x25 Vandercook proof press; Goss double steam table; saws, punches, perforators; stock new and overhauled; Chandler & Price job presses; Hamilton wood and steel goods, complete outfits. See our line. Wanner Machinery Company, 714-16 South Dearborn street, Chicago.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type-faces, borders, ornaments, cuts, electric-welded chases, all-brass galleys and other printers' supplies. Houses at — Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

FOR SALE—Printing Machinery, Two Revolution and Drum Cylinder Presses, Paper Cutters, Gordons, Stitchers, Punches, Folders, Proof Presses, etc., new and overhauled. Quick delivery. We buy and sell printing outfits, machinery, composing room equipment. Write us today. Wanner Machinery Co., 716 S. Dearborn St., Chicago.

FOR SALE—29x41 and 46x62 Miehles, four roller, front combination delivery. Cylinders — 60-inch Optimus; 39x52 Century, four roller; 6-Col. Quarto Cranston Drum; 7-Col. Folio Cottrell Monarch Drum, table distribution, air spring; 20x26 Dexter Jobbing Folder; 32x44 Brown Jobbing Folder; 20x25 Cleveland Folder. All of above machinery is thoroughly rebuilt and guaranteed. Western Printing Machinery Co., 1213 Pine St., St. Louis, Mo.

Your want ad on this page means quick returns on the sale of machinery and surplus supplies.

FOR SALE—A few new Linotype and Intertype motors, latest style gear drive, A. C. 60 cycles, 110 or 220 volts, 2 phase, one 110, 3 phase motor; also a few used D. C. latest type motors, 110 or 220 volts and a number of others; prices from $50 to $100; 2 Model One magazines, $50 each, font of 8 pt. O. S. matrices, with italics, $65, like new. Wm. Reid & Co., 537 So. La Salle St., Chicago, Ill.

FOR SALE—Humana Automatic Feeder for New Style Gordon press. Less than one year's wear. In good condition. Make us an offer. 542-a, Ben Franklin Monthly.

TRADE PLANT FOR SALE—4-machine Linotype composition plant, equipped with every modern device. Located in good middle-west city. Running every day. No 44-hour trouble. Under present ownership over 12 years. Can be bought right if you have cash and act quick. Address, 566-b, care of Ben Franklin Monthly, Chicago.

INDUSTRIAL WEST BUYERS' GUIDE

A Comprehensive List of Manufacturers, Dealers and Jobbers of Materials, Machinery and Fittings used in Printing, Paper and allied trades.

Three lines, one year - - - - $10.00
Each additional line - - - - 2.00

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19 S. Wells St., Chicago. Phone Main 4102.

AUTOMATIC FEEDING MACHINES
McCAIN BROS. MFG. CO.
29 S. Clinton St., Chicago.
Phone Main 1485.

BUYERS OF JOB STOCKS—ALL KINDS
We Buy Large Stocks of Merchantable Value
FANTUS BROS., INC.
525 S. Dearborn Street, Chicago
Write for our Free Inventory of Bargains

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CHALLENGE MACHINERY CO.
Grand Haven, Mich.

CYLINDER PRESSES
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ENGRAVING & ELECTROTYPE CO.
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Phone Harrison 5260.
C. L. GOWELL, Transportation Bldg.
Phone Harrison 2975. CHICAGO, ILL.

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718 S. Clark St. Phone Harrison 2149.
Chicago

INK ROLLERS
CHICAGO ROLLER CO.
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EMPIRE LINOTYPING CO.
730-740 North Franklin St., Chicago
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METAL FURNITURE
CHALLENGE MACHINERY CO.
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WE HANDLE ALL PARTS FOR JOHN THOMPSON PRESSES
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Phone Main 2060.
CHICAGO PAPER CO.
801 S. Wells St., Chicago.
Phone Wabash 801.
DWIGHT BROS. PAPER CO.
626 South Clark St., Chicago.
Phone Harrison 395.
GREAT LAKES PAPER CO.
515 S. Wells St. Phones Wabash 1413-1414
Chicago
THE McGREGOR PAPER CO.
536 S. Clark St., Chicago. Harrison 5042.
UNION WATERMARKED PAPERS
MESSINGER PAPER CO.
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Phone Main 2120.

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Phone Main 142.
MOSER PAPER CO.
621 Plymouth Ct. Phone Wabash 2714.
Chicago
SEAMAN PAPER CO.
208 S. LaSalle St., Chicago.
Phone Harrison 5586.
SWIGART PAPER CO.
653 S. Wells St., Chicago.
Phone Harrison 1155.
WHITE, JAMES, PAPER CO.
219 West Monroe St., Chicago.
Phone Main 875.

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Grand Haven, Mich.

PROOF PRESSES
CHALLENGE MACHINERY CO.
Grand Haven, Mich.
THE VANDERCOOK PROOF PRESSES
The Presses That Revolutionized Proofing
Sold Direct from Maker to User Only
THE VANDERCOOK PRESS
452 N. Ashland Ave., Chicago

WIRE STITCHERS
J. L. MORRISON CO., Inc.
116 W. Harrison St. Phone Harrison 6045.
Chicago

Phone Haymarket 7559
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COMPLETE EQUIPMENT BOUGHT.
SOLD. EXCHANGED AND LISTED
1722 West Grand Avenue

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MARINE BOND

(WATERMARKED)

has nobly stood the test of all users of good bond papers where excellence of quality is required in an attractively priced paper—a paper that satisfactorily meets the requirements of the more extensive users of good bond papers at a medium price.

Carried in stock, white and six colors, all sizes and weights. Colors stocked in No. 16 and No. 20 substance, 22x34, 24x38 and 28x34.

SWIGART PAPER CO., 653-707 S. WELLS STREET

PHONE HARRISON 1155

Chicago Typesetting Company

DAY AND NIGHT SERVICE

Linotype Composition for the Trade

We make a Specialty of making up Newspapers, Periodicals, Catalogs and Books for Press or Electrotyper. We are prepared to give the highest quality of work.

Phone Harrison 883

Fourth Floor, 727 S. DEARBORN STREET

HILLISON & ETTEN CO., CHICAGO

ATLANTIC BOND

The "Eastern" Sulphite — *with the "Rag" appearance*

PICKING up a sheet of Atlantic Bond for the first time, you would probably not think of it as a "sulphite" paper—so white it is, so clean, so attractive in surface and texture. Nevertheless, it *is* a sulphite sheet. It contains sulphite pulp and nothing else.

The paper is exceptional because the pulp is exceptional. It is made of selected spruce logs from our own forests, bleached with chemicals of our own manufacture, and delivered to the paper machines direct from our own pulp mill. Such pulp ought to make good paper—and it does. The economies incidental to our control of all raw materials and manufacturing processes, moreover, enable us to sell Atlantic Bond at a price that is by no means the least of its attractions.

Made in White and nine attractive colors—Pink, Blue, Green, Buff, Canary, Goldenrod, Russet, Salmon and Gray. Sample book on request.

EASTERN MANUFACTURING COMPANY, *General Sales Offices:* 501 FIFTH AVENUE, NEW YORK
Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO

ATLANTIC BOND DISTRIBUTORS

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ATLANTA—Sloan Paper Co.
BALTIMORE—Baltimore Paper Co.
BOSTON—Von Olker-Snell Paper Co.
BUFFALO—Disher Paper Co.
CHICAGO—La Salle Paper Co.
CLEVELAND—Millcraft Paper Co.
DETROIT—The Paper House of Michigan
JACKSONVILLE—H. & W. B. Drew Company
LOS ANGELES—Blake, Moffitt & Towne
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PORTLAND, ORE.—Blake, McFall Co.
RICHMOND, VA.—Southern Paper Co.
ROCHESTER—Geo. E. Doyle Paper Co.
ST. LOUIS—Acme Paper Co.
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SAN FRANCISCO—Blake, Moffitt & Towne
SEATTLE—American Paper Co.
SPOKANE—Spokane Paper & Stationery Co.
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